Smokers' Attitudes Toward 'Light' and 'Mild' Cigarettes

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Smokers' Attitudes Towards "Light" and "Mild" Cigarettes

Prepared for: Health Canada Office for Tobacco Control

Focus Canada 1998-4

99/02/28

Report

Table of Contents

5 Basic Smoking Behaviour

12 Smoking Behaviour: "Light" and "Mild" Cigarettes

17 Perceptions of "Light" and "Mild" Cigarettes

26 Cigarette Packaging and Ways of Providing Information

31 Other Issues

Frequency Of Smoking

Three in ten Canadians smoke cigarettes every day, while almost seven in ten indicate that they do not smoke at all.

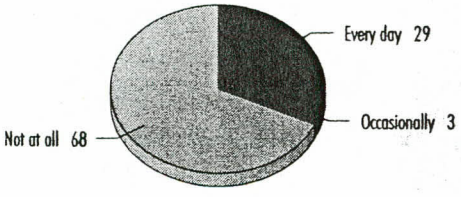
When Canadians are asked whether, at the present time, they smoke cigarettes every day, occasionally or not at all, 29 percent report that they smoke every day and three percent say that they smoke occasionally. Sixty-eight percent indicate that they do not smoke at all.

Regional analysis indicates that residents of the Atlantic provinces (37%), Quebec (37%) and Saskatchewan (35%) are more likely than other Canadians to smoke every day, with daily usage being strongest in Montreal (43%). Residents of Ontario (23%) and British Columbia (24%) are less likely than other Canadians to smoke daily.

Canadians aged 18 to 29 years (34%) and those whose annual household income is less than $15,000 (43%) or between $15,000 to $25,000 (36%) are more likely to report smoking every day. Canadians aged 60 years or more (19%), those with annual incomes of $70,000 and over (22%), and those with some post-secondary education (23%) or a university degree (17%) are less likely to smoke daily.

Frequency of Smoking

January 1999



Q.148C
At the present time, do you smoke cigarettes every day, occasionally, or not at all?

Past Smoking Behaviour

One-third of those Canadians who do not smoke at the present time did at one time smoke daily.

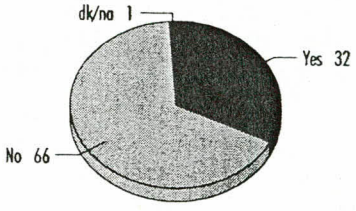
When respondents who do not smoke at the present time are asked if they have ever smoked cigarettes daily, 32 percent report that they have, while 66 percent say that they have not.

Regional analysis shows that non-smoking residents of Saskatchewan (42%), British Columbia (40%) and the Atlantic provinces (39%) are more likely to have smoked daily in the past, while residents of Ontario (27%), and Toronto in particular (18%), are less likely to report having smoked on a daily basis in the past.

Men (38%) and those aged 45 and over (40%) who do not currently smoke are more likely than other Canadians to have smoked daily at some time in the past. Non-smokers aged 18 to 29 years (20%) are less likely to report having smoked in the past, as are those with a university degree (24%).

Have You Ever Smoked Cigarettes Daily?

January 1999



Q.149C
Have you ever smoked cigarettes daily?
Subsample: Respondents who do not smoke at the present time
N = 1357

Tobacco Products Regularly Used

Manufactured cigarettes are by far the most frequently used tobacco product, with some significant usage of "roll your own" cigarettes as well.

Canadians were asked which, if any, tobacco products they used regularly. Twenty-six percent report using manufactured cigarettes regularly, while six percent mention "roll your own" cigarettes. One percent each use tobacco sticks or cigars and cigarillos regularly, and fewer than one percent each report using a pipe or smokeless tobacco such as chewing tobacco or snuff. Sixty-eight percent say that they do not use any tobacco products regularly (30%) or offer no response to the question (38%).

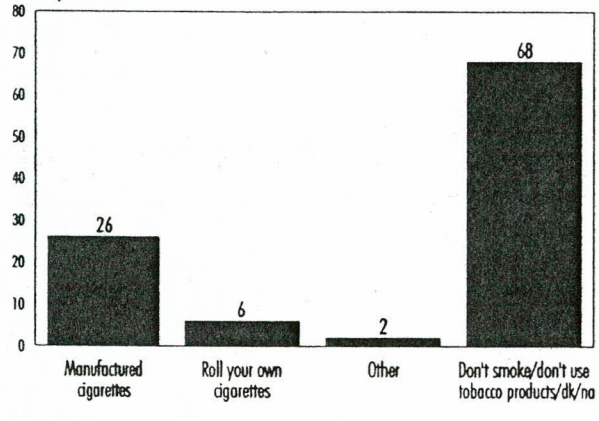
On a regional basis, regular use of manufactured cigarettes is highest in the Atlantic provinces (30%) and in Quebec (30%), particularly in Montreal (38%). It is lowest in Alberta (16%) and British Columbia (21%). Regular use of "roll your own" cigarettes is highest in the Atlantic provinces (12%) and Alberta (12%) and lowest in Ontario (1%). It notable that use of "roll your own" tends to be most prevalent in provinces or regions where cigarette prices are currently higher.

Demographic analysis reveals that the pattern observed with respect to the usage of manufactured cigarettes corresponds in large part to that of frequency of smoking: usage tends to decrease as age and years of education increase. The notable exception to this is that among those with less than high school education, only 14 percent report regular use of manufactured cigarettes.

Regular use of "roll your own" cigarettes is highest among those with annual household incomes of less than $15,000 (17%) and those with less than high school education (14%). It is lowest among those with annual household incomes of $50,000 or more and among university graduates.

Regular Usage of Tobacco Products

January 1999



Q.150C
Currently, which ones, if any, of the following tobacco products do you regularly use?

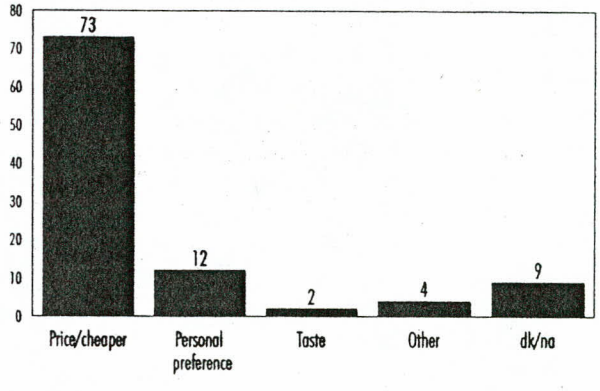
Reasons For Using Products Other Than Manufactured Cigarettes

Three-quarters of those who regularly use "roll your own" cigarettes or tobacco sticks do so for reasons of price.

Respondents who indicated that they regularly use "roll your own" cigarettes or tobacco sticks were asked to indicate the main reason for their use of these products. Seventy-three percent say that they use these products for reasons of price or because they are cheaper. Twelve percent say that it is a personal preference, two percent mention taste and four percent give other reasons. Nine percent offer no opinion.

Main Reason for Using Alternatives to Manufactured Cigarettes

January 1999



Q.151C
What is the main reason you use this product rather than manufactured cigarettes?
Subsample: Smokers who use "roll your own" cigarettes or tobacco sticks
N = 147

Length of Time As a Smoker

Over eight in ten smokers have been smokers for more than five years.

When cigarette smokers are asked how long they have been cigarette smokers, over eight in ten (83%) say they have been smokers for more than five years. Twelve percent say that they have been smokers for between one and five years, and two percent report having been smokers for less than one year.

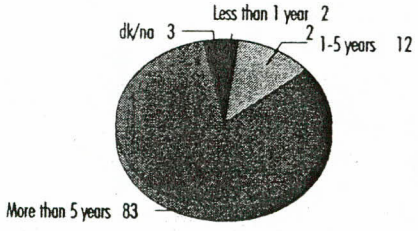
Regional analysis shows that residents of the Atlantic provinces (89%) are slightly more likely than other Canadians to have been smokers for more than five years, while residents of Quebec (79%) are slightly less likely than other Canadians to have been smokers for more than five years.

Aside from an expected correlation between age and length of time one has been a smoker, demographic analysis shows no other significant trends.

Special crosstabulations reveal that those who smoke ten cigarettes or less per day (74%) are less likely to have been smokers for more than five years and have therefore started smoking more recently. Those who smoke 25 cigarettes or more per day (94%) are more likely to have been smokers for more than five years.

How Long Have You Been a Smoker?

January 1999



Q.152C
How long have you been a cigarette smoker?
Subsample: Smokers
N = 525

Number of Cigarettes Smoked Per Day

A plurality of smokers smoke between 11 and 24 cigarettes per day; the average number of cigarettes smoked per day is 17.

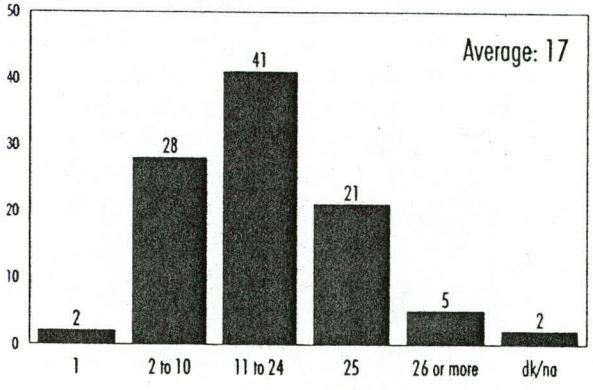
Cigarette smokers were asked how many cigarettes they smoke per day on average. Forty-one percent indicate that they smoke between 11 and 24 cigarettes per day. Twenty-eight percent smoke between two and ten cigarettes per day, while 21 percent say that they smoke 25 cigarettes per day. Five percent report smoking 26 or more cigarettes per day, while two percent of smokers say they smoke one cigarette per day on average. Two percent offer no opinion. The average number of cigarettes smoked per day is 17.

Regional analysis indicates that there is little variation across Canada in terms of the number of cigarettes smoked on average per day.

Demographic analysis indicates that smokers in the following categories tend to smoke more cigarettes per day: men (19), 45 to 59 year olds (19) and those who smoke regular cigarettes (18). Other groups tend to smoke fewer cigarettes per day on average, such as: women (15), 19 to 29 year olds (15), those with annual household incomes of over $70,000 (15) and those who smoke light cigarettes (15).

Number of Cigarettes Smoked Per Day

January 1999



Q.153C
On average, how many cigarettes do you smoke per day?
Subsample: Smokers
N = 525

Preferred Brand of Cigarette

DuMaurier and Player's are the top preferred brands Canadian smokers. Within these brand names, smokers of light or mild varieties outnumber smokers of regular varieties.

When Canadians are asked what brand of cigarette they usually smoke, varieties of DuMaurier (28% net) or Player's (27% net) brands are the most commonly mentioned. Among the DuMaurier brands, DuMaurier Regular (10%) is mentioned most often, followed by DuMaurier Light (8%), DuMaurier Extra Light (6%) and DuMaurier Ultra Light (2%). Two percent mention an unspecified DuMaurier brand. Among the Player's brands, Player's Light (17%) is most frequently mentioned, followed by Player's Regular (5%) and Player's Extra Light (5%). Export "A" brands (11% net) are the next most frequently mentioned, with four percent each indicating that Export "A" Regular or Export "A" Medium are their preferred brands, and three percent naming Export "A" Light.

Benson and Hedges brands are mentioned by five percent of Canadians, with three percent naming Benson and Hedges Deluxe Ultra Light and one percent each naming Benson and Hedges Regular or Benson and Hedges Deluxe Ultra Light Menthol. Five percent of Canadians also mention Matinee Extra Mild as their preferred brand. Craven "A" brands are chosen by four percent of Canadians, with two percent each mentioning Craven "A" Regular or Craven "A" Menthol. Three percent name Rothman's brands, with two percent mentioning Rothman's Regular and one percent mentioning Rothman's Special Mild. Fifteen percent name other brands, and two percent make no mention of a preferred brand.

There are some interesting regional and demographic patterns in terms of preferred brands. Smokers in the Atlantic provinces are more likely to smoke Player's, Quebecers are more likely than other Canadians to smoke Export "A", while DuMaurier is mentioned most often in Ontario, especially in Toronto. It is also notable that smoking preferences among 18 to 29 year olds are very concentrated between DuMaurier and Player's, whereas older smokers have a larger variety of favourite brands.

Brand of Cigaettes Usually Smoked

BENSON & HEDGES (NET)		5
Benson & Hedges Deluxe Ultra Light	3	
Benson & Hedges Regular	1	
Benson & Hedges Deluxe Ultra Light Menthol	1	
CRAVEN "A" (NET)		4
Craven "A" Regular	2	
Craven "A" Menthol	2	
DUMAURIER (NET)		28
DuMaurier Regular	10	
DuMaurier Light	8	
DuMaurier Extra Light	6	
DuMaurier Ultra Light	2	
DuMaurier (non-spec)	2	
EXPORT "A" (NET)		11
Export "A" Regular	4	
Export "A" Medium	4	
Export "A" Light	3	
MATINEE EXTRA MILD		5
PLAYER'S (NET)		27
Player's Light	17	
Player's Regular	5	
Player's Extra Light	5	
ROTHMAN'S (NET)		3
Rothman's Regular	2	
Rothman's Special Mild	1	
OTHER		15
DK/NA		2

Q.154C
What brand of cigarettes do you usually smoke?
Subsample: Smokers
N = 525

Overall, one-quarter of Canadians who smoke mention the regular variety of one of these brands as their preferred brand, while one-half mention a light or mild variety of one of these brands. Men are more likely than women to mention a regular variety of these brands as their preferred brand, while women are more likely to mention a light or mild variety, or to mention some other brand. Those aged 18 to 29 years are more likely to report a preference for a light or mild variety of one

of these brands. Those with a high school education are more likely to mention a regular variety of one of these brands as their preferred brand. Those aged 60 years or more and those with post-secondary education are less likely to mention either the regular or the light or mild varieties of these brands and more likely to mention some other brand.

Regional analysis reveals that residents of Quebec who smoke are noticeably more likely than other Canadians who smoke to mention a regular variety of one of these brands as their preferred brand. Ontarians who smoke are considerably more likely to mention a light or mild variety of one of these brands.

Special crosstabulations indicate that those who smoke ten or fewer cigarettes per day are less likely to name a regular variety of one of these brands as their preferred brand, while those who smoke 25 or more cigarettes per day are more likely to prefer a regular brand to a light or mild brand.

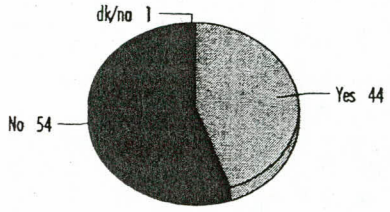
Second Preferred Brand

Half of smokers have a second preferred brand they smoke when their usual brand is not available. DuMaurier brands are mentioned most often.

When Canadians are asked if there is another brand of cigarettes they usually smoke when they can't get their regular brand, forty-four percent say yes. Fifty-four percent say they do not have another brand they usually smoke, and one percent give no opinion. Younger smokers and those who smoke more than 25 cigarettes per day are most likely to have a second preferred brand.

Those respondents who indicated that they do have another brand they usually smoke when they can't get their regular brand were asked what is their second preferred brand. Thirty percent mention a DuMaurier brand, with DuMaurier Regular (14%) most often named, followed by DuMaurier Light (10%), DuMaurier Extra Light (4%) and DuMaurier Ultra Light (2%). Twenty-three percent mention a Player's brand, with Player's Light (12%) most frequently mentioned, followed by Player's Regular (6%) and Player's Extra Light (5%). Export "A" brands (14% net) are the next most frequently mentioned, with seven percent naming Export "A" Regular, five percent naming Export "A" Light and two percent naming Export "A" Medium as their preferred brands.

Is There Another Brand of Cigarette You Usually Smoke?
January 1999



Q.155C
Is there another brand of cigarette you usually smoke when you can't get your usual brand?
Subsample: Smokers
N = 525

Eight percent name a Rothman's brand as their second preferred brand, with six percent mentioning Rothman's Regular and two percent mentioning Rothman's Special Mild. Benson and Hedges brands are named as a second preferred brand by six percent of Canadians, with three percent naming Benson and Hedges Deluxe Ultra Light, two percent naming Benson and Hedges Regular and one percent naming Benson and Hedges Deluxe Ultra Light Menthol. Two percent of Canadians mention Matinee Extra Mild as their second preferred brand. Craven "A" brands are chosen as a second brand by two percent of Canadians, with one percent each mentioning Craven "A" Regular or Craven "A" Menthol. Fourteen percent mention some other brand, and two percent offer no opinion.

Overall, one-third of Canadians who smoke mention the regular variety of one of these brands as their second preferred brand, while almost one-half mention a light or mild variety of one of these brands. Men are more likely than women to mention a regular variety of these brands as their second preferred brand, while women are more likely to mention a light or mild variety. Those aged 60 years or more are more likely to consider a light or mild variety of one of these brands as their second preferred brand. Those with post-sec-

Second Preferred Brand

Benson & Hedges (Net)		6
Benson & Hedges Deluxe Ultra Light	3	
Benson & Hedges Regular	2	
Benson & Hedges Deluxe Ultra Light Menthol	1	
Craven "A" (Net)		2
Craven "A" Regular	1	
Craven "A" Menthol	1	
DuMaurier (Net)		30
DuMaurier Regular	14	
DuMaurier Light	10	
DuMaurier Extra Light	4	
DuMaurier Ultra Light	2	
Export "A" (Net)		14
Export "A" Regular	7	
Export "A" Light	5	
Export "A" Medium	2	
Matinee Extra Mild		2
Player's (Net)		23
Player's Light	12	
Player's Regular	6	
Player's Extra Light	5	
Rothman's (Net)		8
Rothman's Regular	6	
Rothman's Special Mild	2	
Other		14
dk/na		2

Q.156C
What is your second preferred cigarette brand that you smoke when you can't get your regular brand?
Subsample: Smokers who have a second brand of cigarettes
N = 230

ondary education are less likely to mention the regular variety of these brands and more likely to mention some other brand.

Regional analysis reveals that residents of Quebec who smoke are noticeably more likely than other Canadians who smoke to mention a regular variety of one of these brands as their second preferred brand. Ontarians who smoke are considerably more likely to mention a light or mild variety of one of these brands.

Special crosstabulations indicate that those who smoke ten or fewer cigarettes per day are less likely to name a regular variety of one of these brands as their second preferred brand, while those who smoke 25 or more cigarettes per day are more likely to consider a regular brand as their second preferred brand.

Current Brand First Brand Smoked

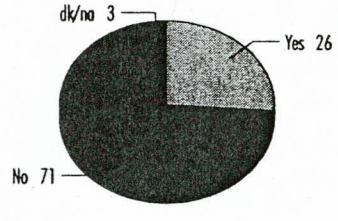
One-quarter of smokers name the first brand they ever smoked as their current preferred brand.

Smokers were asked if their current preferred brand of cigarette is the first brand that they ever smoked. Twenty-six percent report that it is, while 71 percent report that it is not. Three percent offer no opinion. This indicates the extent to which smokers change favoured brands from the time when they started smoking.

Younger Canadians are more likely than older Canadians to say that their current preferred brand is the first brand they ever smoked – 32 percent of those aged 18 to 29 years compared to eight percent of those aged 60 years or more. The likelihood of reporting that the current preferred brand is the first brand smoked also decreases as education level increases – 34 percent of those with less than high school compared to 19 percent of those with a university degree. Men (29%) are slightly more likely than women (23%) to say that their current preferred brand is the first brand they ever smoked.

Current Brand First Brand Smoked?

January 1999



Q.157C
Is your current preferred cigarette brand the first brand you ever smoked?
Subsample: Smokers
N = 525

Special crosstabulations show that smokers of regular cigarettes (31%) are more likely to indicate that their current preferred brand is the first brand they ever smoked than are smokers of light or mild cigarettes (24%).

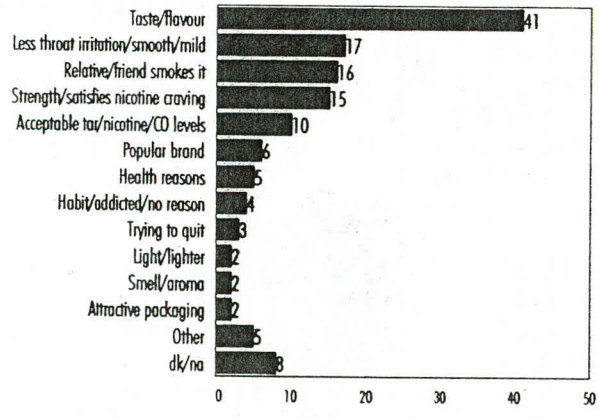
Reasons for Choosing Preferred Brand

The most common reason why smokers chose their preferred brand is the taste or flavour. Other commonly offered reasons are smoothness or a low degree of throat irritation or that the brand is one smoked by a friend or relative.

When smokers are asked what are their reasons for choosing their preferred brand of cigarette, a large plurality (41%) mention the taste or flavour. Other reasons commonly given include the following: a low degree of throat irritation or smoothness (17%), a friend or relative smokes it (16%), strength or satisfying nicotine craving (15%) and acceptable tar, nicotine and carbon monoxide levels (10%). Other less common reasons include: the popularity of brand (6%), health reasons (5%), habit, addiction, or no particular reason (4%), trying to quit (3%), it is light or lighter (2%), the smell or aroma (2%), attractive packaging (2%) or advertising promotion or sponsoring (1%).

Reasons for Choosing Preferred Brand

January 1999



Q.158C

What are your reasons for choosing your preferred brand of cigarettes?

Subsample: Smokers

N = 525

Five percent mention other reasons and eight percent offer no opinion.

Regional analysis shows that residents of the Atlantic provinces (54%) are more likely than other Canadians who smoke to mention taste or flavour as a reason for choosing their preferred brand. Residents of Quebec (19%) are more likely to mention strength or satisfying nicotine craving. Residents of Ontario are more likely to mention acceptable levels of tar, nicotine and carbon monoxide (17%) and general health reasons (9%).

Those aged 18 to 29 years (46%), those whose annual household income is $35,000 or more (46%) and those with at least some post-secondary education (44%) are more likely to mention taste or flavour as their reason for choosing their preferred brand of cigarette. Women (19%) and those aged 18 to 29 years (26%) are more likely to say that they choose their brand because a friend or relative smokes it. Those aged 60 years or more (31%) are more likely to mention smoothness or a low degree of throat irritation. Those with lower levels of education are also more likely to mention smoothness or a low degree of throat irritation, as well as strength or satisfying nicotine craving. Those whose annual household income is $50,000 or more and those with a post-secondary education are more likely to mention acceptable levels of tar, nicotine and carbon monoxide than are those with lower income or education levels. Those aged 60 years or older (19%) are more likely to report that they choose their brand for health reasons.

Those who smoke regular cigarettes are more likely to mention taste or flavour (49%) and strength or satisfying nicotine craving (18%) as their reasons for choosing their preferred brand. Those who smoke light or mild cigarettes are more likely to mention smoothness or low degree of throat irritation (24%) and acceptable tar, nicotine and carbon monoxide levels (14%). Those who smoke ten or fewer cigarettes per day are more likely say that they choose their preferred brand because a friend or relative smokes it (20%), and somewhat less likely to mention any of the other reasons. Those who smoke 11 to 24 cigarettes per day are more likely to mention acceptable tar, nicotine and carbon monoxide levels (14%), while those who smoke 25 or more cigarettes per day are more likely to mention strength or satisfying nicotine cravings (23%).

Type of Cigarette First Smoked

Over two-thirds of smokers report that they smoked regular cigarettes when they first started smoking.

When Canadians are asked whether when they first started smoking they usually smoked "light" or "mild" or regular cigarettes, roughly one-quarter (26%) respond that they smoked "light" or "mild" cigarettes. Nearly two-thirds of respondents (68%) state that they smoked regular cigarettes.

Demographic analysis shows that age contributes to whether one first starts smoking "light"/"mild" or regular cigarettes. Younger smokers, aged 18 to 29 years, are more likely to smoke "light" or "mild" cigarettes when they first begin smoking (41%), as opposed to Canadians aged 45 years or older (12%). This finding corresponds with the fact that "light" or "mild" cigarettes were not available when the majority of older Canadians started to smoke.

Special crosstabulations also reveal that Canadians who smoke the least amount of cigarettes per day are more likely to have first started smoking "light" or "mild" cigarettes. Canadians who smoke ten or fewer cigarettes per day are much less likely to report that they smoked regular cigarettes when they first started smoking (59%), while Canadians who report smoking more than 25 or more cigarettes per day are much more likely to have smoked regular cigarettes when they first started smoking (81%). Also, most (61%) of those who currently smoke light cigarettes started out smoking regular cigarettes. This finding is further evidence of the clear trend for smokers to start out smoking regular cigarettes and then gradually shift towards lighter cigarettes.

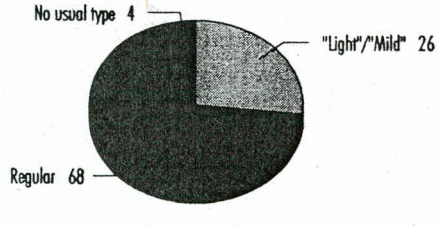
Preference of "Light"/"Mild" Cigarettes Over Regular Cigarettes

A majority of Canadians consider their preferred brand of cigarette to be a "light" or "mild" type of cigarette. However, most Quebecers tend to prefer a regular type of cigarette.

When Canadians are asked whether they consider their current preferred cigarette brand to be a "light" or "mild" or a regular type of cigarette, a large majority (59%) claim that their preferred brand is a "light" or "mild" brand. Four in ten Canadians (38%) tend to prefer regular cigarettes. Given that 68 percent of smokers report above that they started smoking a regular brand, these results indicate that quite a large proportion of smokers shift over from smoking regular to light cigarettes.

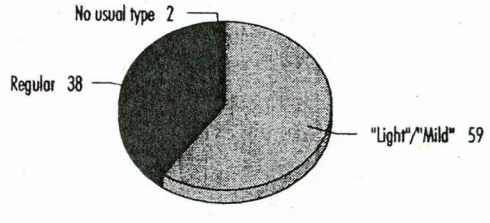
Regional demographic analysis shows that unlike any other province or region, a majority of smokers in Quebec tend to favour regular (61%) over "light" or "mild" cigarettes (37%). Across the rest of Canada, 68 percent report that they smoke a "light" or "mild" cigarette and just 28 percent smoke a regular brand.

Preferred Type of Cigarette When Started Smoking
January 1999



Q.159C
When you first started smoking, did you usually smoke "light" or "mild" or regular cigarettes?
Subsample: Smokers
N = 525

Type of Current Preferred Brand
January 1999



Q.160C
Do you consider your current preferred cigarette brand to be a "light" or "mild" type of cigarette or a regular cigarette?
Subsample: Smokers
N = 525

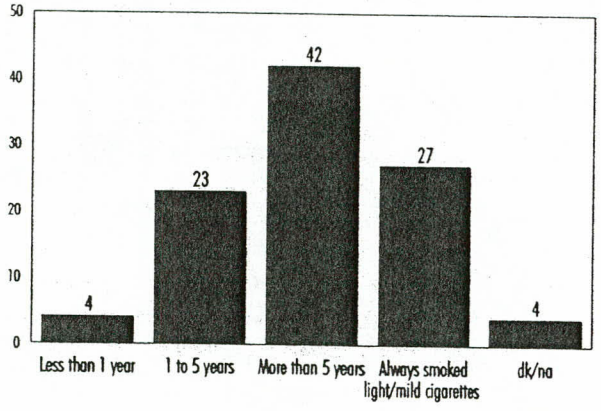
Canadians with less than eight years of schooling also tend to favour regular cigarettes (56%) over "light" or "mild" cigarettes. This trend reverses itself with greater levels of education, where the majority of Canadians with nine years or more of schooling most often choose (what they consider to be) "light" or "mild" brands (60%). Similarly, those with lower incomes also tend to prefer regular cigarettes, whereas those with higher incomes are more likely to prefer light cigarettes. It is also notable that 64 percent of women smoke light cigarettes, compared to 53 percent of men.

Most Recent Switch From Regular to "Light" or "Mild" Cigarettes

A plurality of Canadians who smoke "light" or "mild" type cigarettes report that their last switch to a "mild" or "light" type of cigarette occurred more than five years ago.

Four in ten smokers (42%) state that they made the switch from regular to "light" or "mild" type cigarettes more than five years ago. Nearly three in ten (27%) report that they made the switch to "light" or "mild" cigarettes in the last five years. The same proportion (27%) report they have always smoked "light" or "mild" cigarettes.

How Long Ago Did You Most Recently Switch?
"Light"/Mild" Smokers January 1999



Q.161C
How long ago did you most recently switch from smoking regular to "light" or "mild" cigarettes? Was it less than 1 year ago, one to five years, more than five years ago or have you always smoked light or mild cigarettes?
Subsample: Light or mild cigarette smokers
N = 308

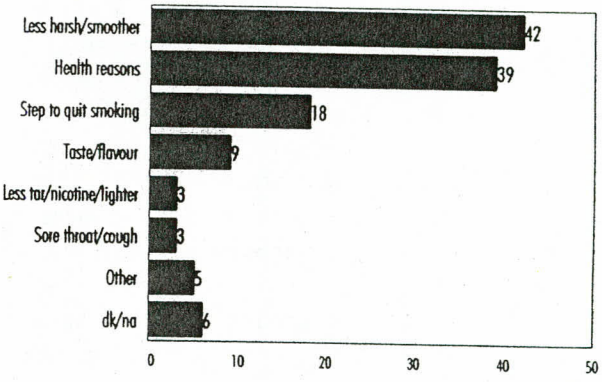
Reasons for Switching from Regular to "Light" or"Mild" Cigarettes

The most common reasons given for switching from regular to "light" cigarettes are that they are less harsh or smoother, and health reasons. Many also switched as a step to quitting smoking.

Just over four in ten smokers (42%) who have switched from regular to "light" or "mild" cigarettes claim that they switched because "light" or "mild" cigarettes are less harsh or smoother than regular cigarettes. Another four in ten (39%) say they switched from regular to "light" or "mild" for health reasons. Nearly two in ten (18%) see switching as a way to quit smoking. One in ten (9%) say they switched because of the flavour or taste. Three percent each mention that they have less tar and nicotine or having a sore throat from regular cigarettes. Five percent mention various other reasons and six percent have no opinion.

Demographic analysis reveals that those with higher levels of education and higher annual household incomes are more likely to report switching to "light" cigarettes for health reasons.

Reasons for Switching From Regular to "Light"/"Mild"
January 1999



Q.162C
Why did you switch from regular to "light" or "mild" cigarettes?
Subsample: Smokers who have switched from regular to light or mild cigarettes
N = 215

Reasons for Initially Smoking "Light" or "Mild" Cigarettes

Smokers who have always smoked "light" or "mild" cigarettes do so because these types of cigarettes are less harsh or smoother than regular cigarettes and because they enjoy their taste or flavour.

When smokers who have always smoked "light" or "mild" cigarettes are asked the reasons for doing so, three in ten (32%) state that "light" or "mild" cigarettes are less harsh or smoother than regular cigarettes. One-quarter of smokers of "light" or "mild" cigarettes (25%) say they have always smoked "light" or "mild" because of the taste or flavour. Just over one in ten each have always smoked "light" or "mild" cigarettes for health reasons (14%) or because relatives or friends smoked them (11%). Nearly one in ten (8%) smokers of "light" or "mild" cigarettes say they smoke them because they are a popular brand. This proportion is slightly higher among the 18 to 29 year-olds (15%).

Most Recent Switch From "Light" or "Mild" to Regular Cigarettes

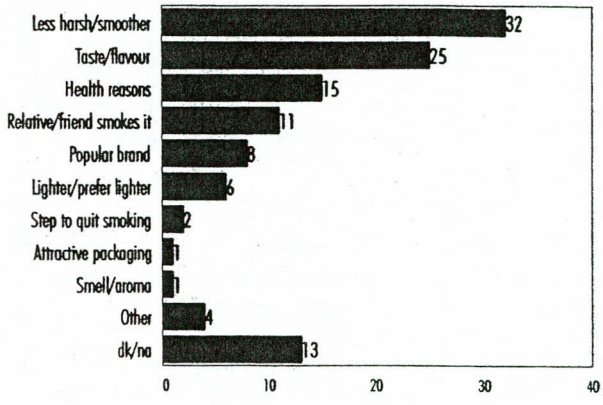
Three-quarters of smokers of regular cigarettes have always smoked regular cigarettes.

When smokers of regular cigarettes are asked how long ago their last switch from "light" or "mild" cigarettes was, a large majority (76%) respond that they have always smoked regular cigarettes. Only one in ten (10%) report having switched more than five years ago, and another one in ten (10%) report having switched in the last five years.

Regional analysis shows that Quebecers (87%) are the most likely to report that they have always smoked regular cigarettes. Demographic analysis shows that Canadians aged 45 to 59 years are more likely than other smokers to respond that they have always smoked regular cigarettes (88%). Canadians who smoke more than 25 cigarettes per day are also more likely to respond that they have always smoked regular cigarettes (92%).

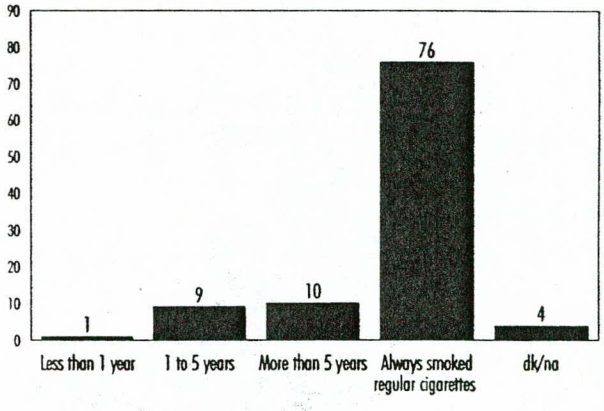
When smokers of regular cigarettes are asked why they switched from smoking "light" or "mild" cigarettes to

Reasons for Deciding to Smoke "Light"/"Mild"
January 1999



Q.163C
Why did you decide to smoke "light"/"mild" cigarettes in the first place?
Subsample: Smokers who have always smoked light or mild cigarettes
N = 94

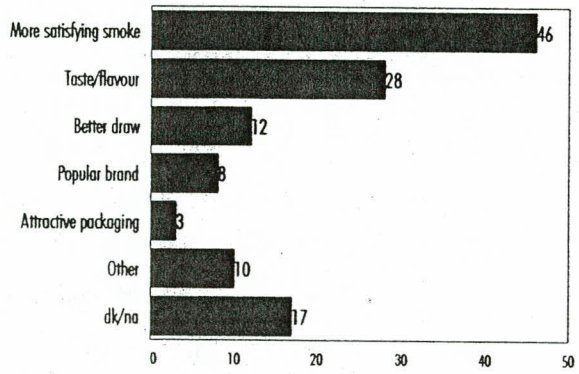
How Long Ago Did You Most Recently Switch?
Regular Cigarette Smokers January 1999



Q.164C
How long ago did you last switch from "light"/"mild" to regular cigarettes? Was it less than one year ago, one to five years, more than five years ago or, have you always smoked regular cigarettes?
Subsample: Smokers who smoke regular cigarettes
N = 197

regular cigarettes, a large plurality (46%) claim that regular cigarettes offer a more enjoyable smoke. Nearly three in ten (28%) prefer the taste or flavour of regular cigarettes to "light" or "mild" cigarettes. Almost two in ten (17%) do not recall why they switched. One in ten (12%) believe they achieve a better draw from regular cigarettes compared to "light" or "mild" cigarettes.

Reasons for Switching From "Light"/"Mild" to Regular
January 1999



Q.165C
Why did you switch from "light"/"mild" to regular cigarettes?
Subsample: Smokers who have switched from light or mild to regular cigarettes
N = 38

Smoking Patterns and Cigarette Tampering

Most smokers do not report changing their smoking patterns at all when switching brands.

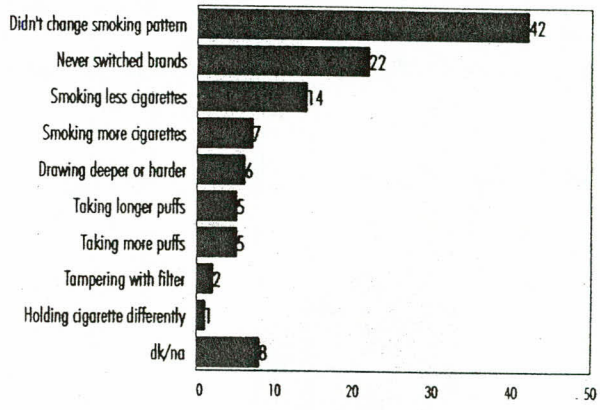
Smokers were asked if they changed their smoking patterns in any of several specified ways when they switched cigarette brands, if they had ever switched. Forty-two percent report that they did not change their smoking patterns at all when they switched brands. Twenty-two percent say that they had never switched brands at all. Fourteen percent report smoking fewer cigarettes, while seven percent say that they smoked more cigarettes. Other reported changes in smoking patterns include: drawing deeper or harder (6%), taking longer or larger puffs (5%), taking more puffs, or leaving shorter intervals between puffs (5%), tampering with the filter (2%) or holding the cigarette differently (1%). Eight percent offer no response.

Regional analysis reveals that residents of the Atlantic provinces (56%) and Quebec (51%) are more likely to respond that they did not change their smoking patterns at all; Quebecers (28%) are also more likely to report that they have never switched brands. Ontarians (20%) are more likely to report smoking fewer cigarettes following a change in brands, while residents of Atlantic Canada (9%) and Quebec (8%) are much less likely to report doing so.

Men (46%) are more likely to respond that they did not change their smoking patterns; the likelihood of this response also increases with age. Younger smokers are more likely than older smokers to report that they have never switched brands (25 percent of smokers aged 18 to 29 years compared to 17 percent of smokers aged 60 years or more). Women (17%) and those aged 60 years or more (23%) are more likely to report smoking fewer cigarettes following a switch in brands.

Special crosstabulations reveal that those who report smoking regular cigarettes (46%) and those who smoke 25 cigarettes or more per day (51%) are more likely to report that they did not change their smoking patterns. Those who smoke regular cigarettes (29%) are also more likely to say that they have never switched brands. Those who smoke ten or fewer cigarettes per

Changes in Smoking Patterns When Switching Brands
January 1999



Q.174C
Did you change your smoking patterns in any of the following ways when you switched cigarette brands, if you have ever switched at all?
Subsample: Smokers
N = 525

day (21%) and those who report smoking mild or light cigarettes (19%) are more likely to indicate that they smoked fewer cigarettes after switching brands; those who smoke 25 or more cigarettes per day (8%) and those who smoke regular cigarettes (8%) are less likely to report smoking fewer cigarettes.

Incidence of Tampering with Cigarettes

Two in ten Canadian smokers have tampered with a manufactured cigarette to achieve a more satisfying smoke.

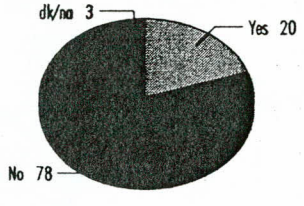
When Canadian smokers are asked if they have ever tampered with a manufactured cigarette to achieve a more satisfying smoke, 20 percent respond that they have done so, while 78 percent indicate that they have not. Three percent offer no response.

Regional analysis shows that Ontarians (27%) are the most likely to report tampering with a cigarette, while residents of Quebec (9%) are considerably less likely to report having done this. Demographic analysis indicates that the likelihood of having tampered with a cigarette decreases with age – 31 percent of those aged 18 to 29 years report having done this compared to eight percent of those aged 60 years or more. Also, 25 percent of men report having tampered with a cigarette, compared with 15 percent of women.

Special crosstabulations reveal that those who smoke 11 or more cigarettes per day (23%) are more likely to have tampered with a cigarette than are those who smoke ten or fewer cigarettes per day (14%). Those who smoke light cigarettes are just as likely to report tampering with cigarettes as those who smoke regular cigarettes.

Frequency of Tampering With Cigarettes

January 1999



Q.175C
Have you ever tampered with a manufactured cigarette to achieve a more enjoyable smoke?
Subsample: Smokers
N = 525

Main Methods of Tampering with Cigarettes

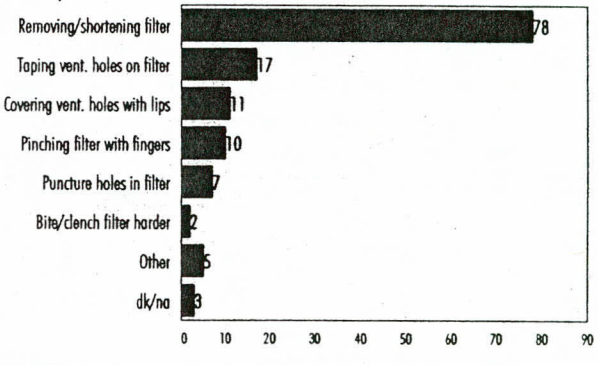
More than three-quarters of smokers who tamper with cigarettes in order to achieve a more satisfying smoke do so by removing or shortening the filter.

When Canadian smokers who have tampered with a cigarette in order to achieve a more satisfying smoke are asked which of a number of specified methods is their main method of tampering with a cigarette, 78 percent indicate that they remove or shorten the filter. Other methods of tampering with a cigarette include: taping up the ventilation holes on the filter (17%), covering the ventilation holes with their lips (11%), pinching the filter within the fingers (10%), puncturing holes in the filter (7%) and biting or clenching the filter harder (2%). Five percent mention other methods and three percent offer no response.

Men are more likely to report that they remove or shorten the filter (87%) or cover the ventilation holes with their lips (13%). Women are more likely to say that they tape up the ventilation holes (24%), pinch the filter within their fingers (17%) or puncture holes in the filter (11%).

Main Method of Tampering with Cigarettes

January 1999



Q.176C
Which of the following is your main method of tampering with a cigarette...?
Subsample: Smokers who have tampered with a cigarette
N = 104

How Cigarette Brands Differ to Smokers

According to a large majority of Canadian smokers, the main factor that differentiates brands of cigarettes is taste and flavour.

When Canadian smokers are asked how brands differ for them, most (62%) state that taste and flavour are the main differentiating factors. Another three in ten (27%) believe that the strength or draw differ between the brands. Nearly two in ten (19%) state that harshness is a factor that differentiates brands. Another one in ten (11%) believe that 'smoothness' differs among the brands. Other factors mentioned include: smell and aroma (8%), packaging (8%), the filter (8%), type of tobacco (5%), satisfaction and enjoyment (5%), appearance (4%) and ability to satisfy nicotine craving (4%). Another five percent cannot tell the difference between brands and eight percent have no opinion.

On the health issue, 15 percent of smokers feel that brands differ in their tar, nicotine and carbon monoxide levels. Another three percent mention addictiveness and three percent mention chemicals and additives.

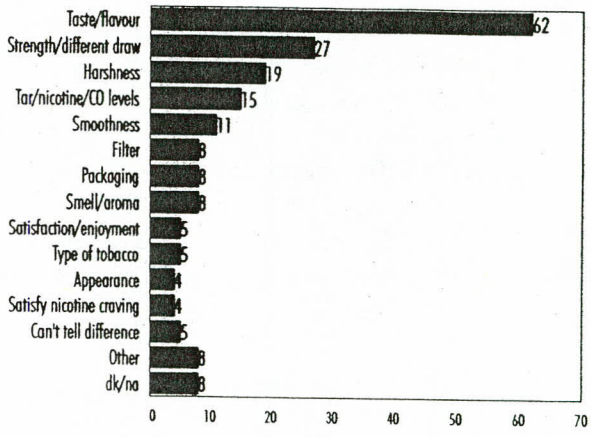
Across the provinces, regional analysis shows that packaging is more of a factor for differentiating between brands in Quebec than in other provinces (15% compared to 8% nation-wide). Those who smoke light cigarettes are more likely to mention tar and nicotine levels.

Meaning of the Term "Light"

One-half of smokers believe that the term "light" refers to lower levels of tar, nicotine and carbon monoxide found in cigarettes. One-quarter feel that it means a lighter taste.

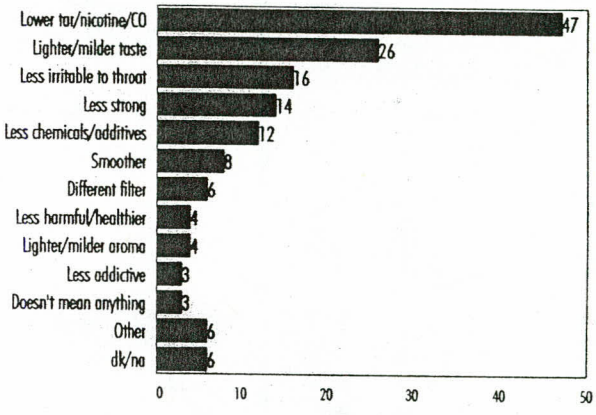
In this question, smokers were asked what they think the word "light" means on a cigarette package. Results clearly show that a large plurality (47%) of Canadian smokers attribute "light" to mean lower levels of tar, nicotine and carbon monoxide. Roughly one-quarter of Canadian smokers believe the term "light" refers to a lighter or milder taste or flavour (26%). Other meanings Canadian smokers attribute to the term "light" include less harsh or irritable to the throat (16%), less strong (14%), less chemicals or additives (12%), smoother (8%), different filter (6%), less harmful/healthier (4%), milder or lighter aroma (4%), less addictive (3%) or an advertising gimmick (2%). It is notable that only six percent mention differences in the filter – the only actual thing that differentiates light from regular cigarettes.

How Do Cigarette Brands Differ?
January 1999



Q.166C
In general, how do cigarette brands differ to you?
Subsample: Smokers
N = 525

What Is Meant By "Light" on Cigarettes
January 1999



Q.167C
As you know, the term "light" appears on some types of cigarettes. What do you think is meant by the term "light" on cigarettes?
Subsample: Smokers
N = 525

Regional analysis shows that residents of the Atlantic provinces (36%) and Quebec (38%) are less likely to attribute the term "light" to mean lower levels of tar, nicotine and carbon monoxide. Other demographic analysis also demonstrates that as education levels increase, smokers tend to believe that "light" refers to lower levels of tar, nicotine and carbon monoxide found in the cigarettes. It is also notable that among those who currently smoke a light brand of cigarette, over half (53%) think that they are lower in tar, nicotine and carbon monoxide.

What Does the Term "Mild" Mean to Smokers?

The term "mild" on cigarettes is associated more with a lighter or milder taste or flavour. One-quarter believe that the term "mild" refers to lower tar, nicotine and carbon monoxide levels.

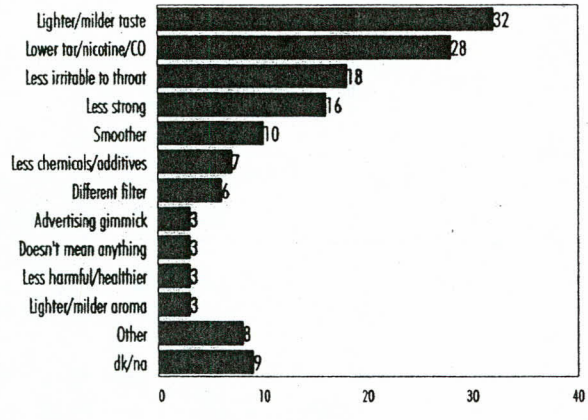
When Canadian smokers are asked what is meant by the term "mild" with regard to cigarettes, three in ten (32%) believe that the term mild refers to a lighter or milder flavour or taste. However, another 28 percent of Canadian smokers believe that the term "mild" refers to lower levels of tar, nicotine and carbon monoxide found in "mild" cigarettes. Other meanings that smokers attribute to the term "mild" include: less harsh or irritable to the throat (18%), less strong (16%), smoother (10%), less chemicals and additives (7%), different filter (6%), less harmful/healthier (3%), lighter/milder aroma (3%), advertising gimmick (3%), less addictive (2%) and different kind of tobacco (2%). Three percent say it means nothing to them and nine percent have no opinion.

Perceptions of Why Cigarette Companies Label Their Cigarettes "Light" or "Mild"

Smokers are divided in their opinions between those who believe cigarettes are labelled "light" or "mild" because they are in fact lower in these compounds and those who believe that it is just a marketing or advertising gimmick on the part of cigarette companies to sell more cigarettes.

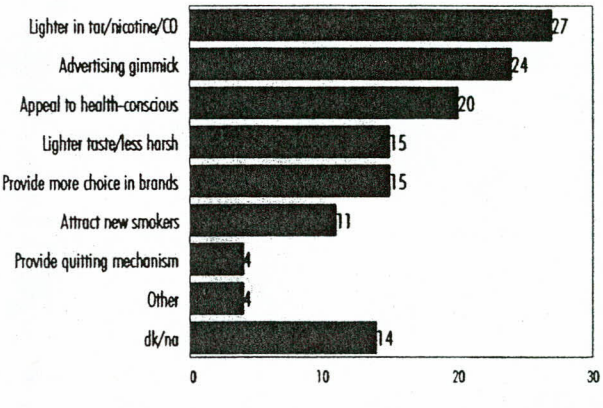
One-quarter (27%) of smokers believe that cigarette companies label some of their cigarettes as "light" or "mild" because they are in fact lower in tar, nicotine and carbon monoxide, but many (24%) are just as likely to say that "light" and "mild" labels are an advertising or marketing gimmick on the part of cigarette companies to sell more cigarettes. Another 20 percent believe that cigarette companies create the labels "light" and "mild" to appeal to health conscious

What Is Meant By "Mild" on Cigarettes
January 1999



Q.168C
And what do you think is meant by the term "mild" on cigarettes?
Subsample: Smokers
N = 525

Why Do Manufacturers Label Cigarettes "Light" or "Mild"?
January 1999



Q.169C
Why do you think cigarette companies label some of their cigarettes as "light" or "mild"?
Subsample: Smokers
N = 525

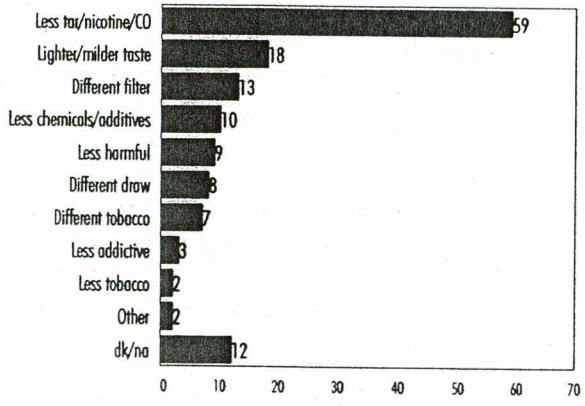
smokers and 15 percent of smokers equally believe that these cigarettes are lighter in taste or less harsh or that cigarette companies are providing smokers with more brands to choose from. One in ten smokers (11%) believe that cigarette companies label cigarettes "light" or "mild" to attract new smokers. Four percent think that cigarette companies label some cigarettes as light in order to provide a quitting mechanism for people who would like to quit. More than one in ten (14%) do not know why cigarette companies label cigarettes "light" or "mild".

University graduates and those who smoke regular cigarettes are most likely to see "light" and "mild" labelling as an advertising gimmick. Those who smoke light cigarettes are more likely to think they are labelled as light because they actually are lower in various toxic compounds.

Perceptions of What Actually Makes "Light" or "Mild" Cigarettes Lighter or Milder

A large majority of smokers think "light" or "mild" cigarettes are, in fact, lower in tar, nicotine, and carbon monoxide and that this differentiates them from regular cigarettes.

What Makes Cigarettes "Lighter" or "Milder"?
January 1999



Q.170C
What is it about "light" or "mild" cigarettes that might make them "lighter" or "milder" than regular cigarettes?
Subsample: Smokers
N = 525

When smokers are asked what is it about "light" or "mild" cigarettes that makes them lighter or milder than regular cigarettes, the majority of smokers (59%) state that it is because these cigarettes contain less tar, nicotine and carbon monoxide than regular cigarettes. Nearly two in ten smokers (18%) state that these cigarettes are lighter or milder in taste or are less harsh. Just over one in ten (13%) believe that the filters on "light" or "mild" cigarettes play a role in making these cigarettes lighter or milder in taste. Ten percent believe that "light" or "mild" cigarettes contain less chemicals or additives and are therefore lighter and milder. Other differences mentioned include: less harmful to one's health (9%), different draw (8%), different tobacco (7%), less addictive (3%) and less tobacco (2%). Twelve percent have no opinion.

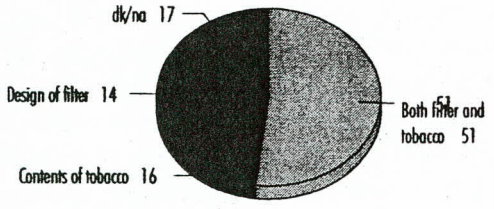
One very notable finding concerns how smokers of light cigarettes differ from smokers of regular cigarettes in terms of how they perceive the differences between light and regular cigarettes. Two-thirds of light cigarette smokers (66% vs. 52% among regular cigarette smokers) think that light cigarettes have less tar and nicotine, 12 percent (vs. eight percent) think they have less chemicals and additives and 11 percent (vs. six percent) think they are less harmful to health.

What Design Features or Properties Make the Cigarette Lighter?

Most smokers in Canada believe that it is either the tobacco itself or a combination of the filter and tobacco contained in the cigarette that renders it "light". Just 14 percent correctly identify the filter as the sole factor that renders a cigarette lighter.

In this question smokers were asked about what physically makes "light" cigarettes "light". They were given a choice of whether the lightness is caused completely by the filter, completely by the actual tobacco, or by a combination of the two. The results indicate that the vast majority of smokers most smokers have a misconception as to what produces "lightness" in a cigarette. One-half (51%) believe it is a combination of the filter and the tobacco which make the cigarette lighter and another 16 percent believe that it is completely the contents of the tobacco that render cigarettes "light". Just 14 percent correctly believe that the fil-

What Physically Makes a "Light" Cigarette "Light"?
January 1999



Q.171C
As far as you know, what physically makes a "light" cigarette "light", do you think the "lightness" of it is created completely by the way the filter is designed, completely by the contents of the tobacco itself or a combination of the filter and the tobacco?
Subsample: Smokers
N = 525

ter alone is responsible for rendering the cigarette "light". A further 17 percent do not know what makes a cigarette lighter.

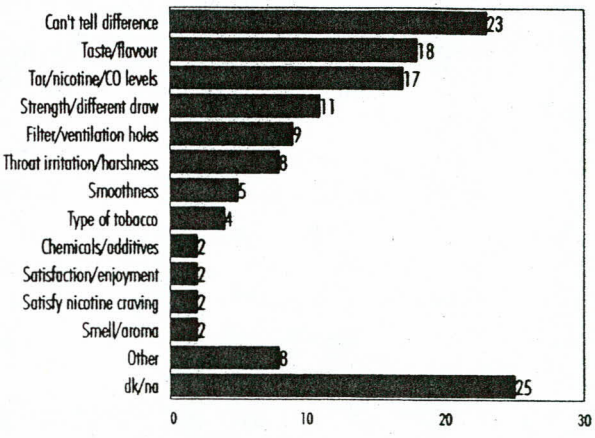
Regional analysis shows that smokers in the Atlantic provinces and Alberta are the most likely to know that it is the filter that makes cigarettes lighter. British Columbians are least likely to identify the filter alone as the factor that makes cigarettes light. Those who smoke light or mild cigarettes are no better informed than those who smoke regular cigarettes on this issue.

How Light Cigarettes Differ from Mild Cigarettes

One-half of smokers either cannot tell the difference between "light" and "mild" cigarettes or have no opinion.

When Canadian smokers are asked how "light" and "mild" cigarettes differ from each other, one-quarter of respondents (25%) report that they do not know the difference between the two and another 23 percent say they can't tell the difference between "light" and "mild" cigarettes. Nearly two in ten (18%) claim that the taste and flavour differ between "light" and "mild" cigarettes and 17 percent believe that the two differ in tar, nicotine and carbon monoxide levels. Other perceived differences include: strength/different draw (11%), throat irritation (8%), the filter (7%), smoothness (5%), the type of tobacco (4%), chemicals or additives (2%), the smell or aroma (2%), ability to satisfy nicotine craving (2%), number of ventilation holes (2%) and satisfaction and enjoyment (2%). Another eight percent mention various other possible differences.

Differences Between "Light" and "Mild" Cigarettes
January 1999



Q.172C
How do "light" cigarette brands differ from "mild" ones, if at all?
Subsample: Smokers
N = 525

Beliefs About "Light" and Regular Cigarettes

Three-quarters of smokers believe that "light" cigarettes are lower in tar, nicotine and carbon monoxide and four in ten believe they have fewer additives. However, light cigarettes are seen to be just as addictive and just as damaging to health as regular cigarettes.

When Canadians are asked whether "light" cigarettes have lower, higher or the same levels of tar, nicotine and carbon monoxide compared to regular cigarettes, a large majority of smokers (74%) believe that they are lower in tar, nicotine and carbon monoxide. Only 17 percent believe that they have the same amount of these compounds and two percent think they are higher in these compounds. Seven percent have no opinion. The belief that light cigarettes are lower in tar, nicotine and carbon monoxide is most prevalent among those who smoke light cigarettes. Over eight in ten light cigarette smokers think their cigarettes are

lower in these toxic compounds, compared to 68 percent of those who smoke regular cigarettes.

On the question of chemicals and additives, smokers are somewhat divided. Roughly one-half of smokers (48%) believe that "light" cigarettes contain the same amount of chemicals and additives as regular cigarettes, but nearly four in ten (37%) believe "light" cigarettes contain less chemicals and additives than regular cigarettes. A further six percent think that light cigarettes have more additives and chemicals and nine percent have no opinion. Ontarians (45%), residents of the Atlantic provinces (44%) and those who smoke light cigarettes (42%) are most likely to believe that light cigarettes are lower in chemicals and additives. Residents of Western Canada (26%) and those who smoke regular cigarettes (30%) are less likely to think that light cigarettes are any lower in chemicals and additives.

On the issue of addictiveness, the survey shows that a very large majority of smokers (80%) believe that "light" cigarettes are just as addictive as regular cigarettes. Only one in ten (12%) believe that they are less addictive. Three percent believe they are more addictive and five percent have no opinion. These results do not vary significantly by region, demographics or smoking behaviour.

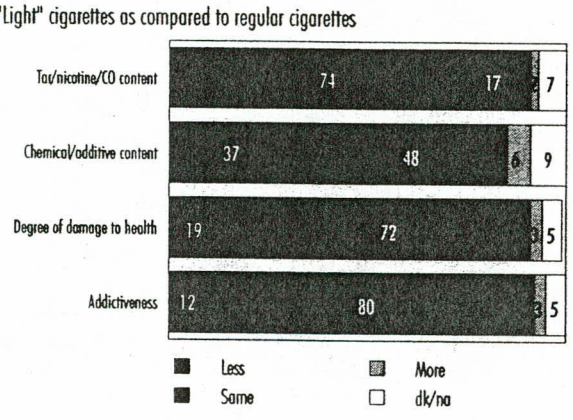
In terms of overall damage to health, about three-quarters of smokers (72%) believe that "light" cigarettes are just as damaging to health as regular cigarettes. However, a significant two in ten (19%) believe that "light" cigarettes are less damaging to health. Three percent think they are more damaging to health and five percent have no opinion. There is some tendency for those over 60 (25%), Ontarians (27%) and those who smoke light cigarettes (26%) to be more inclined to believe that light cigarettes are less damaging to health. Those who smoke regular cigarettes (11%) and those who smoke 25 or more cigarettes per day (13%) are less likely to think this.

What Light and Mild *Should* Mean

The vast majority of smokers think that the terms "light" and "mild" should mean that a cigarette has less tar, nicotine and carbon monoxide. Just two in ten think these words should only refer to the taste.

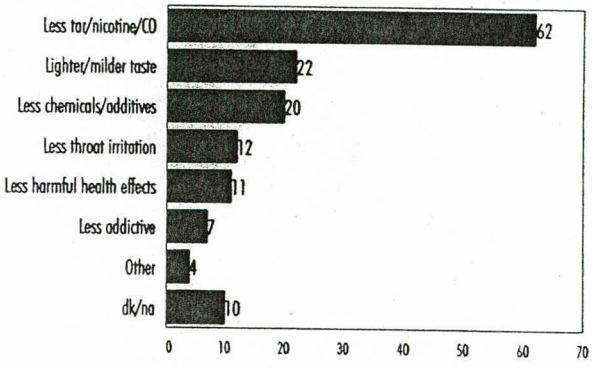
Over six in ten smokers (62%) believe that the terms "light" or "mild" on a cigarette package should mean that the cigarettes in question are lower in tar, nico-

Differences Between "Light" and Regular Cigarettes
January 1999



Q.173C
Thinking about the possible differences between "light" cigarettes and regular cigarettes, do you believe that "light" cigarettes, compared to regular cigarettes, are...?
Subsample: Smokers
N = 525

What Should Be Meant By Terms "Light"/"Mild"
January 1999



Q.177C What do you think should be meant by the term "light" or "mild" on cigarette packs?
Subsample: Smokers
N = 525

tine and carbon monoxide and another 20 percent think it should mean that they have less additives. Twenty-two percent think these terms should simply mean a lighter or milder taste. Other responses include: less throat irritation (12%), less harmful effects on health (11%) and less addictiveness (7%). Ten percent have no opinion.

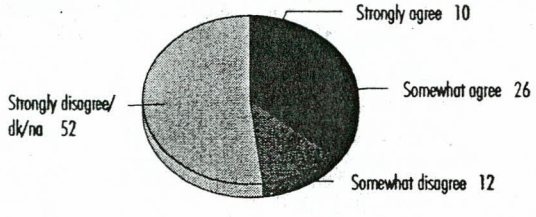
Those with higher levels of education feel most strongly that light cigarettes ought to be lower in tar and nicotine, as well as in additives and chemicals. Also, smokers in English Canada overwhelmingly believe that light should mean less tar and nicotine (68%), and are more likely to believe that light should mean less chemicals and additives (24%). Quebecers (33%) are more likely to think that the term light should refer simply to a lighter taste. Also, those who smoke ten or fewer cigarettes per day and those who smoke light cigarettes are more likely to think that light ought to mean lower in tar, nicotine and carbon monoxide (69% and 67% respectively) as well as lower in chemicals and additives (24% each).

Light Cigarettes as a Step to Quitting Smoking

One-third of smokers agree that switching from a regular to a light cigarette can be part of a strategy to quit smoking.

Switching to "Light"/"Mild" Cigarettes a Part of Quitting?

January 1999



Q.179C
Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that switching from smoking a regular cigarette to smoking a light or mild brand can be part of a step-by-step approach to quitting smoking?
Subsample: Smokers
N = 525

Just over one-third of smokers (36%) either strongly (10%) or somewhat (26%) agree that "switching from smoking a regular cigarette to smoking a light or mild cigarette can be a part of a step-by-step approach to quitting smoking". The other 64 percent of smokers either somewhat or strongly disagree with this or have no opinion.

There are a number of demographic patterns in reaction to this statement. The tendency to agree that smoking light cigarettes can be a part of a quitting strategy is highest among women (39% somewhat or strongly agree), 18 to 29 year olds (42%), residents of the Atlantic provinces (39%) and especially Ontarians (59%).

Special crosstabulations of response to this statement against smoking behaviour show even more significant cleavages. Among those who currently smoke light or mild cigarettes, almost one-half (46%) somewhat or strongly agree with this notion that light cigarettes can be a valid part of a quitting strategy. Only 23 percent of those who smoke regular cigarettes see it this way. Similarly, 46 percent of those who currently smoke ten or fewer cigarettes per day agree with this while only 31 percent of those who smoke 25 or more cigarettes per day agree. Clearly a significant proportion of those who smoke fewer cigarettes and those who smoke light cigarettes are under the impression that smoking light cigarettes can be a step to quitting smoking.

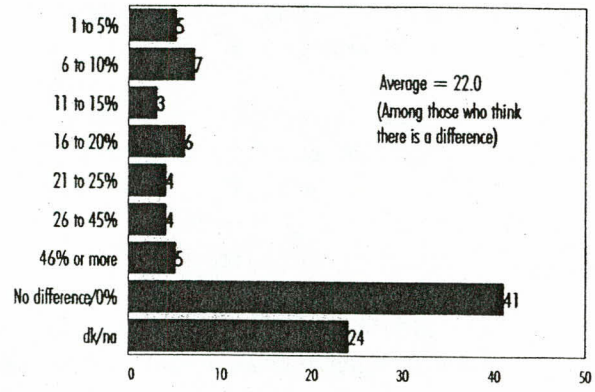
Perceptions of Amount of Harmful Material in Light Cigarettes

Most smokers think that light cigarettes deliver just as much harmful material as regular cigarettes, or have no opinion.

Smokers were asked, in percentage terms, how much less harmful material, if any, a "light" cigarette delivers to a smoker, compared to a regular cigarette. The most notable finding is that a plurality (41%) think that there is no difference at all and another 24 percent have no opinion. Among the 34 percent of smokers who do give an answer, on average it is felt that light cigarettes deliver about 22 percent less harmful material to the smoker than do regular cigarettes.

How Much Less Harmful Material Is Delivered?

"Light" vs. Regular Cigarettes January 1999



Q.180C

In percentage terms, how much less harmful material, if any, does a "light" or "mild" cigarette deliver to the smoker compared to a regular cigarette?

Subsample: Smokers

N = 525

In general, Ontarians, those with higher levels of education and those over the age of 60 tend to give higher estimates of how much less harmful material is delivered by light cigarettes. It is also notable that those who currently smoke light or mild cigarettes and those who smoke ten or fewer cigarettes per day tend to think that light cigarettes deliver less harmful material to the smoker. Those who smoke regular cigarettes are more likely to think there is no difference.

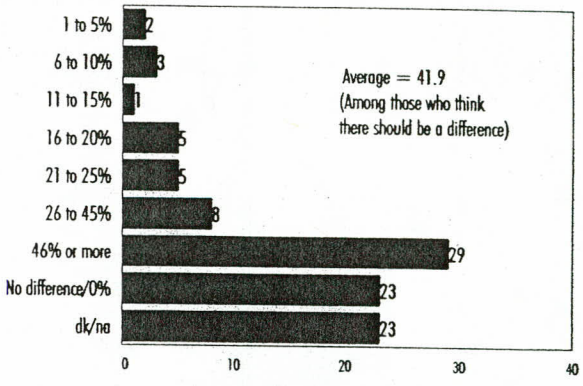
Perceptions of How Much Less Harmful Material Light Cigarettes *Should* Contain

Smokers who think light cigarettes ought to deliver less harmful material to the smoker generally think they should deliver about 42 percent less.

In this question smokers were asked, in percentage terms, how much less harmful material a "light" or "mild" cigarette *should* deliver to the smoker compared to a regular cigarette. More than one-half (54%) of smokers give a percentage answer to this question. These people think, on average, that light or mild cigarettes should deliver about 42 percent less harmful material to the smoker than regular cigarettes. Over two in ten (23%) think that there should be no difference at all and another 23 percent have no opinion. Older people, those with higher levels of education and those living in Ontario tend to give the highest estimates of how much less harmful material they feel should be in light or mild cigarettes. Those who smoke light or mild cigarettes and those who smoke ten or fewer cigarettes per day also tend to give higher estimates of how much less harmful material ought to be in light cigarettes.

How Much Less Harmful Material Should Be Delivered?

"Light" vs. Regular Cigarettes January 1999



Q.181C

In percentage terms, how much less harmful material should a "light" or "mild" cigarette deliver to the smoker compared to a regular cigarette?

Subsample: Smokers

N = 525

Perception of the Existence of Standards for Light and Mild Cigarettes

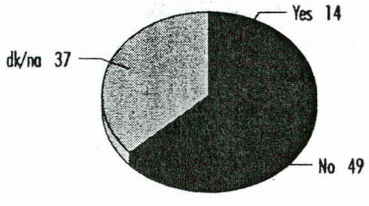
The vast majority of smokers either do not believe that there are any set standards as to what constitutes a "light" cigarette or have no opinion.

Over in eight in ten (86%) of smokers either believe that there are no set standards as to what constitutes a "light" or "mild" cigarette (49%) or have no opinion (37%). Just 14 percent believe that set standards do exist.

These results are very consistent across most demographic and regional groups. Only Quebecers (25%) and those with higher levels of education are somewhat more likely to think that there are set standards.

Are There Set Standards or Regulations?

"Light"/"Mild" Cigarettes January 1999



Q.182C
As far as you know, are there any set standards or regulations as to what constitutes a "light" or "mild" cigarette?
Subsample: Smokers
N = 525

Confusion About Meaning of "Light" and "Mild"

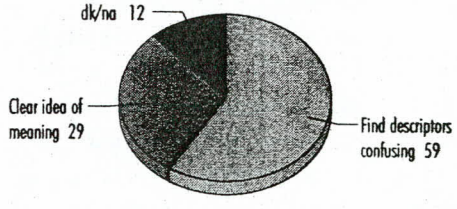
Six in ten smokers find "light" and "mild" descriptors on cigarette packages to be confusing.

Six in ten smokers (59%) report that they find the actual meaning of descriptors such as "light" and "mild" to be confusing. Three in ten (29%) feel they have a clear idea of what these descriptors mean. Twelve percent have no opinion.

Those with higher levels of education and those who smoke ten or fewer cigarettes per day are even more likely to find these descriptors to be confusing. It is also notable that among those who smoke "light" or "mild" cigarettes, 63 percent find these descriptors confusing.

Meaning of Descriptors

"Light"/"Mild" Cigarettes January 1999



Q.183C
As you know, cigarette packages can have a variety of more detailed descriptors, such as "light", "extra light", "ultra light", "mild", "extra mild", "special mild" etc... Would you say that you have a very clear idea of what these descriptors mean, or do you find them confusing?
Subsample: Smokers
N = 525

Desire for More Information on Meaning of "Light" and "Mild"

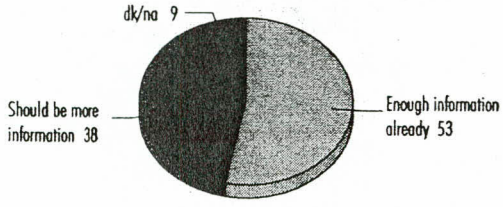
Smokers are divided between those who want more information about the meaning of light and mild descriptors and those who feel that there is enough information already.

A bare majority (53%) of smokers feel that there is already enough information about the meaning of "light" and "mild" on cigarette packages. However, four in ten (38%) feel that there should be more information. Nine percent have no opinion.

Certain demographic groups are more likely to want more information about the meaning of "light and "mild" descriptors. These include: women (43%), 18 to 29 year olds (43%), those with post-secondary educations (44%) and Quebecers (42%). The proportion of those wanting more information about the meaning of these descriptors is also higher among those who smoke ten or fewer cigarettes per day (49%) and to a lesser extent among those who currently smoke "light" or "mild" cigarettes (40%).

More Information Required re Meaning of Descriptors?

"Light"/"Mild" Cigarettes January 1999



Q.184C
Do you think that there should be more information on cigarette packages about what "light" or "mild" really mean, or do you think that there is already enough information now?
Subsample: Smokers
N = 525

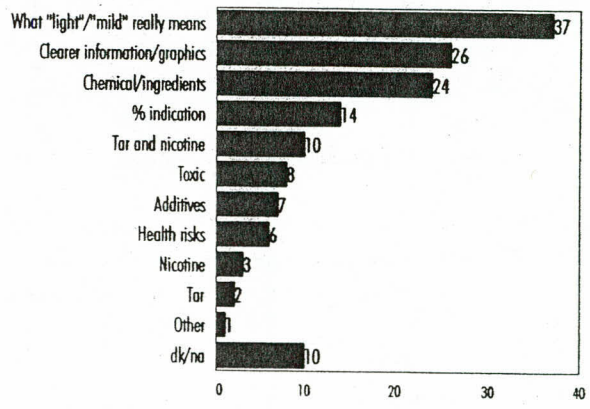
Type of Additional Information Desired

Those who want more information about the meaning of "light" and "mild" descriptors generally want more overall explanation of what these terms really mean.

Those who want more information on the meaning of "light" and "mild" descriptors give a variety of responses as to what kind of additional information they desire. The most popular responses include: what does light/mild mean (37%), clearer information in general (26%), chemicals and ingredients (24%), a clearer percent indicator (14%), tar and nicotine levels (10%), toxic (8%), additives (7%), health risks (6%), nicotine (3%) and tar (2%). Ten percent have no opinion.

Type of Additional Information Desired

"Light"/"Mild" Cigarettes January 1999



Q.185C
What kind of additional information on "light" and "mild" would you like to see?
Subsample: Smokers who feel there should be more information on cigarette packages about what "light" or "mild" really means
N = 200

Type of Cigarette Package Used

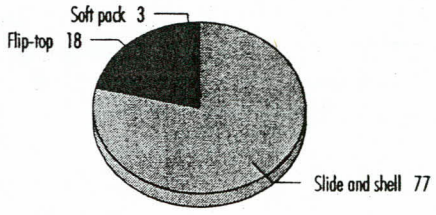
Three-quarters of smokers smoke cigarettes that come in a slide and shell format. Most of the remainder use the flip-top format.

The vast majority of smokers (77%) buy cigarettes that come in a slide and shell format. Another 18 percent use a flip-top pack and three percent use a soft pack/ crushable. One percent use another type of package and two percent give no response.

The slide and shell format predominates in every demographic group and in almost every region. The one notable exception is in British Columbia, where the flip-top predominates. In total contrast to the rest of Canada, six in ten (58%) smokers in British Columbia prefer the flip-top format and just 36 percent prefer the slide and shell format. The flip top is also marginally more popular among those who smoke ten or fewer cigarettes per day and among those who smoke "light" or "mild" cigarettes, though even among these groups, the slide and shell format predominates.

Type of Package of Current Preferred Brand

January 1999



Q.186C
What type of package does the cigarette brand that you usually smoke come in? Is it a slide and shell, flip top or soft pack/ "crushable", such as Winston's?
Subsample: Smokers
N = 525

Frequency of Reading Side Panel Information

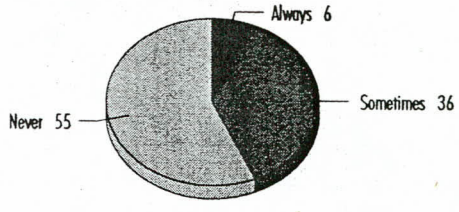
Four in ten smokers always or at least sometimes read the side panels listing tar, nicotine and carbon monoxide levels on cigarette packages. Over one-half do not.

When smokers buy cigarettes, over half (55%) never read the side panels to compare tar, nicotine and carbon monoxide levels among brands. Over four in ten (42%) either always do this (6%) or sometimes do this (36%).

The proportion of smokers who at least sometimes look at these side panels is higher among 18 to 29 year olds (53%) and those who smoke light or mild cigarettes (48%). Those who smoke regular cigarettes (35%) are much less likely to look at these panels.

Frequency of Reading Side Panels

January 1999



Q.178C
When you buy cigarettes, how often do you read the side panels to compare tar, nicotine and carbon monoxide levels among brands?
Subsample: Smokers
N = 525

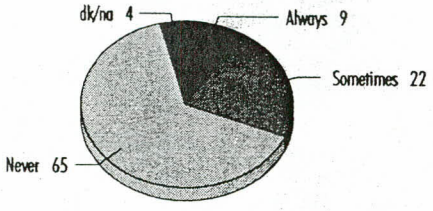
Frequency of Looking at Back of Slide

Almost two-thirds of smokers never look at the back of the slide inside their cigarette packages.

A large majority of smokers (65%) report that they never look at the back of the slide of a cigarette package. Another 31 percent report that they sometimes (22%) or always (9%) look at the back of the slide. Four percent have no opinion.

These results vary little by demographics or region, though there is some evidence that women, younger people and those living outside Quebec are somewhat more likely to report that they currently read the back of the slide.

Frequency of Looking at Back of Slide
January 1999



Q.187C
When you open a cigarette package, how often do you look at the back of the "slide" part that holds the cigarettes?
Subsample: Smokers
N = 525

Preference for Types of Information to be Placed on Slides

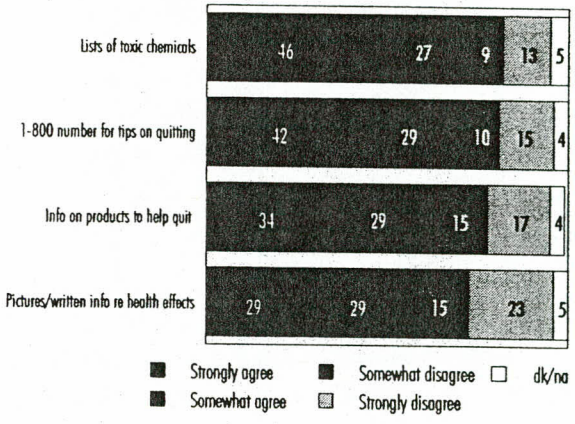
The types of information that smokers would most like to see on cigarette packages are lists of toxic chemicals in cigarettes and a 1-800 number for tips on quitting smoking.

Smokers were read a list of things that could be placed on the slide of cigarette packages. A large majority strongly or somewhat agree with placing all four of these types of information on slides.

Over seven in ten (73%) strongly (46%) or somewhat (27%) agree with placing lists of toxic chemicals in cigarettes on the slide. Two in ten (22%) strongly (13%) or somewhat (9%) disagree with this. Five percent have no opinion. Strong support for listing toxic chemicals on the slide is highest among women, those with higher incomes and those with post-secondary education. Support for listing toxic chemicals also tends to be higher among those who smoke ten or fewer cigarettes per day and among those who smoke light or mild cigarettes. Support tends to be lower among those 60 years of age or over.

Seven in ten smokers (71%) also strongly (42%) or somewhat (29%) agree with placing a 1-800 number to call for tips on quitting smoking and related health information on the slide. One-quarter (25%) strongly (15%) or somewhat (10%) disagree with this. Four percent have no opinion. Strong support for the 1-800 number is similarly higher among women, those with children under 18 at home and smokers in the Atlantic provinces. Those who smoke ten or fewer cigarettes per day also tend to be particularly supportive of this information being placed on the slide. Men and those over the age of 60 tend to be less supportive of this.

Useful Information for Slide of Cigarette Package
January 1999



Q.188C
Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree that each of the following would be useful information to have on the slide of a cigarette package ... ?
Subsample: Smokers
N = 525

Six in ten smokers (63%) strongly (34%) or somewhat (29%) agree with placing information on products to help quit smoking, such as the patch or nicotine gum, on cigarette package slides. Three in ten (32%) strongly (17%) or somewhat (15%) disagree. Four percent have no opinion. Agreement with putting this information on smoking cessation products on the slide is highest among women, those with children under 18 at home, those with annual household incomes of over $70,000 and residents of the Atlantic provinces. Support is also significantly higher among those who smoke ten or fewer cigarettes per day. Men and those over the age of 60 tend to be less supportive.

Six in ten smokers (58%) strongly (29%) or somewhat (29%) agree with placing pictures, graphics or written information about the health effects of smoking on cigarette package slides. Four in ten (38%) strongly (23%) or somewhat (15%) disagree with this. Five percent have no opinion. There are few demographic differences in how smokers feel about placing this kind of information on cigarette package slides. Residents of the Atlantic provinces and Quebec tend to be somewhat more supportive of this. Support is weaker in Ontario.

Best Way to Present New Information

Smokers tend to favour the use of text and diagrams as a way of presenting extra information on slide of cigarette packages.

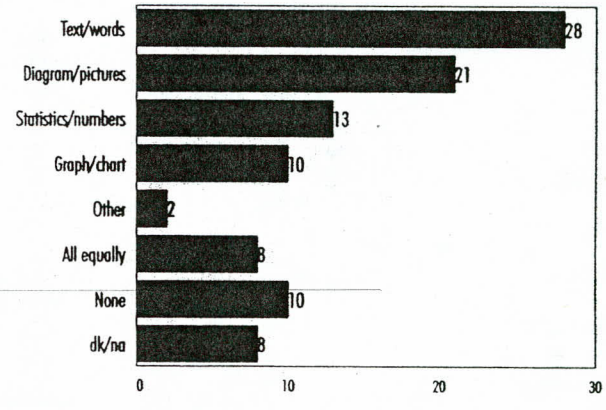
When smokers are asked which of a number of specified ways would be the best way to present extra information on the slide of a cigarette package, more than one-quarter (28%) select text as the best way, while two in ten (21%) choose diagrams. About one in ten each opt for statistics (13%) or graphs (10%). Eight percent say that all these ways are equally good, while ten percent say that none of them are the best way. Two percent mention other ways, and eight percent give no opinion.

Regional analysis indicates that residents of Quebec (27%) are more likely than other Canadians to select diagrams as the best way to present new information, while residents of Atlantic Canada are somewhat more likely to choose text (32%), or to say that all ways are equally good (16%).

Demographic analysis reveals that the likelihood of choosing text as he best way to present extra information increases with education levels. Women (25%) are slightly more likely to choose diagrams as the best way to present new information. Smokers over the age of 45 are less likely to select statistics.

Special crosstabulations show that those who smoke light cigarettes (33%) are more likely to favour text while those who smoke regular cigarettes (27%) are more likely to favour diagrams. The likelihood of choosing text as the best way to present extra information decreases as the number of cigarettes smoked per day increases.

Best Way to Present Extra Information on Slide
January 1999



Q.189C
Which one of the following would be the best way to present extra information on the "slide" of cigarette packages? Text (words), diagram (picture), graph (chart) or statistics (numbers)?
Subsample: Smokers
N = 525

Marker Word Preferences

A plurality of smokers see the word "poison" as the strongest representation of hazard; "danger" is the next most favoured word.

When smokers are asked which of a list of words they see as being the strongest in terms of the degree of hazard it represents, a strong plurality (42%) select "poison" as the strongest representation of hazard,

while two in ten (18%) favour "danger". Smaller proportions choose "hazard" (8%), "warning" (8%), "caution" (7%) or "note" (1%). Eleven percent state that all are equal in strength, while two percent choose none of the words and two percent give no opinion.

Those smokers who selected one word as being the strongest representation of hazard were asked which word they see as being the second strongest representation of hazard. Over one-third (37%) choose "danger" as the second strongest representation of hazard. Two in ten (20%) select "hazard". Smaller proportions favour "poison" (16%), "warning" (14%), "caution" (9%) or "note" (2%). Two percent say that all are equal while one percent choose none of the words.

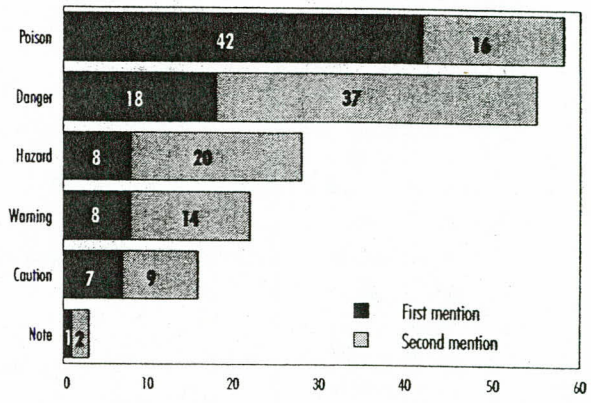
When first and second mentions are combined, "poison" and "danger" emerge as by far the two most preferred words for representing hazard; "hazard", "warning" and "caution" occupy the second tier and "note" is seen by very few as representing hazard.

Regional analysis shows that smokers in Western Canada (46% saying it is the strongest representation of hazard) are slightly more likely to favour the word "poison" as a representation of hazard than are other Canadians, while those in the Atlantic provinces (34%) are the least likely to favour this word. Smokers in Quebec are more likely to prefer the word "danger" than are smokers in other regions, particularly when first and second mentions are combined (22% saying strongest and 44% saying second strongest); again, when first and second mentions are combined, "danger" is least preferred in the Atlantic region (13% saying strongest and 28% saying second strongest). Looking at first and second mentions, "hazard" is favoured most by smokers in Atlantic Canada (12% saying strongest and 27% saying second strongest), and favoured least by those in Quebec (4% saying strongest and 10% saying second strongest). Smokers in both the Atlantic provinces and Quebec are more likely to prefer "warning" as a second mention (19% and 20% respectively) than are smokers in other regions.

Demographic analysis indicates that men are more likely than women to favour the words "poison" (44% saying strongest and 20% saying second strongest) or "danger" (21% saying strongest and 38% saying second strongest). Women are more likely than men to favour the words "hazard" (10% saying strongest and 21% saying second strongest) or "warning" (9% saying strongest and 16% saying second strongest). Preference for the word "poison" is greater among those aged 18 to 29 years (50% saying strongest) and tends to decrease with age, while those aged 60 years or more show a greater likelihood of choosing the word "caution" (18% saying strongest) than other age groups.

Special crosstabulations reveal that those who smoke light cigarettes are somewhat more likely to choose the word "poison" (44% saying strongest and 17% saying second strongest). Those who smoke 25 cigarettes per day or more are somewhat less likely to choose the word "poison" (40% saying strongest and 15% saying second strongest) while those who smoke ten cigarettes or fewer per day are somewhat more likely to choose the word "hazard" (10% saying strongest and 22% saying second strongest).

Strongest Representation of Hazard: Words
January 1999



Q.190C
Which ONE of the following words do you see as being strongest in terms of the degree of hazard it represents?
Subsample: Smokers
N = 525
Q.191C
Which ONE of the following words do you see as being the second strongest in terms of the degree of hazard it represents?
Subsample : Smokers who mention one word as being the strongest representation of hazard
N = 440

Graphics and Pictures Preferred

A plurality of smokers see the image of the "skull and crossbones" as the strongest representation of hazard; the image of the "black lung" is the next most favoured graphic.

Smokers were shown a number of specific graphics and asked which they see as being the strongest representation of hazard. Just under one-third (32%) select the "skull and crossbones", while one-quarter (25%) favour the representation of a "black lung". Twelve percent each choose the "tombstone" or the "coffin", while four percent select the "stop sign" and one percent the "yield sign". Seven percent say that all are equal in representing hazard, while five percent choose none of the graphics. Two percent give no opinion.

Those smokers who selected a graphic as being the strongest representation of hazard were asked which of the graphics they saw as being the second strongest. About one-quarter each select the "tombstone" (25%) or the "black lung" (22%), while nearly two in ten each favour the "coffin" (19%) or the "skull and crossbones" as the second strongest representation of hazard. Eleven percent choose the "stop sign" and two percent choose the "yield sign". Three percent say that all are equal and one percent choose none of the graphics.

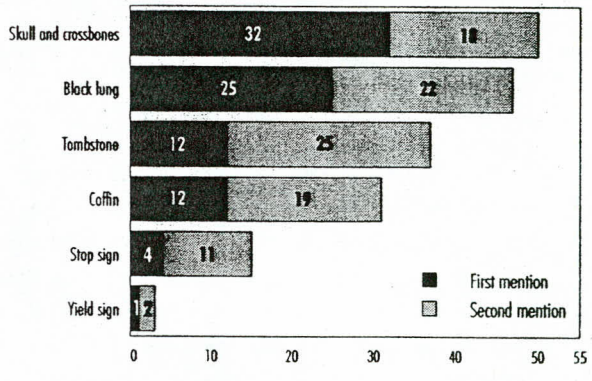
Regional analysis shows that the "skull and crossbones" graphic is most favoured in Ontario (38% saying it is the strongest representation of hazard), and is least favoured in Atlantic Canada (25% saying strongest). The "black lung" representation is most favoured in Quebec (33% saying strongest) and least favoured in Western Canada (19% saying strongest). Preference for the "tombstone" graphic is highest in Western Canada (18% saying strongest and 34% saying second strongest). The "coffin" graphic is somewhat less favoured in Quebec (11% saying strongest and 15% saying second strongest) than in other regions.

Demographic analysis reveals that men are slightly more likely than women to choose the "skull and crossbones" graphic (35% saying strongest) or the "coffin" graphic (14% saying strongest and 20% saying second strongest), while women tend to show a greater preference for the "black lung" graphic (27% saying strongest) or the "tombstone" graphic (14% saying strongest and 28% saying second strongest). However, men tend to show a preference for the image of the "black lung" as their second choice (26% saying second strongest).

Smokers aged 18 to 29 years are more likely than others to select the "skull and crossbones" image (37%) as the strongest representation of hazard. Preference for the "tombstone" graphic tends to decrease with age, particularly when first and second mentions are combined. Preference for both the "skull and crossbones" and the "stop sign" graphics tends to increase as education levels increase, particularly when first and second mentions are combined.

Strongest Representation of Hazard: Graphics or Pictures

January 1999



Q.192C
Which ONE of the following graphics or pictures do you see as being the strongest in terms of the degree of hazard it represents?
Subsample: Smokers
N = 525
Q.193C
Which ONE of the following graphics or pictures do you see as being the second strongest in terms of the degree of hazard it represents?
Subsample: Smokers who selected one graphic as being strongest in terms of the degree of hazard it represents
N = 457

"Additive-Free" and "100% Natural" Cigarette Labelling

Smokers are divided over the meaning of the phrases "additive-free" and "100% natural tobacco"; while pluralities feel that these statements mean that such cigarettes are just as toxic, large minorities feel that these statements mean that the cigarettes are less toxic than other cigarettes.

Smokers were asked, if a cigarette package had a statement on it saying "additive-free", what would this mean to them in terms of how toxic the cigarettes in the package would be. Just over four in ten each say that this would mean that the cigarettes are just as toxic (43%) or that this would mean that the cigarettes are less toxic (41%). Two percent say that this would mean that the cigarettes are more toxic, while 14 percent offer no opinion.

Regional analysis shows that smokers in Quebec (51%) are somewhat more likely than smokers in other regions to say that "additive-free" cigarettes are just as toxic.

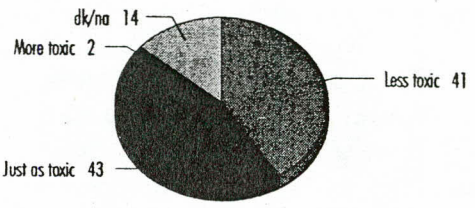
Smokers aged 18 to 29 years (47%) are slightly more likely than other smokers to say that "additive-free" cigarettes are less toxic.

Smokers were also asked, if a cigarette package had a statement on it saying "100% natural tobacco", what would this mean to them in terms of how toxic the cigarettes in the package would be. About four in ten each say that this would mean that the cigarettes are just as toxic (45%) or that this would mean that the cigarettes are less toxic (38%). Five percent say that this would mean that the cigarettes are more toxic, while 11 percent offer no opinion.

Regional analysis indicates that smokers in Quebec (55%) are more likely than others to say that "100% natural tobacco" cigarettes are just as toxic, while smokers in the Western provinces (44%) are more likely to say that "100% natural tobacco" cigarettes are less toxic.

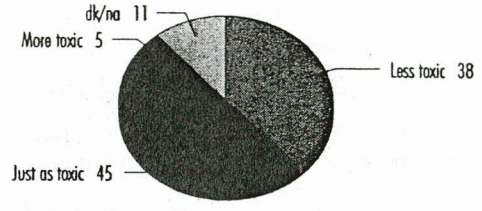
Smokers aged 18 to 29 years (45%) are slightly more likely than other smokers to say that "100% natural tobacco" cigarettes are less toxic. Smokers with higher levels of education are more likely than other smokers to say that "100% natural tobacco" cigarettes are just as toxic as other cigarettes.

Meaning of "Additive-free" on Cigarette Package
Toxicity January 1999



Q.194C
If a cigarette pack had a statement on it saying "ADDITIVE-FREE" what would this mean to you in terms of how toxic the cigarettes in the pack would be? Would it tell you that the cigarettes were less toxic, more toxic or just as toxic as cigarettes without this statement on the pack?
Subsample: Smokers
N = 525

Meaning of "100% Natural Tobacco" on Cigarette Package
Toxicity January 1999



Q.195C
If a cigarette pack had a statement on it saying "100% NATURAL TOBACCO" what would this mean to you in terms of how toxic the cigarettes in the pack would be? Would it tell you that the cigarettes were less toxic, more toxic or just as toxic as cigarettes without this statement on the pack?
Subsample: Smokers
N = 525

Medical Advice on Smoking

Almost seven in ten smokers have been advised by a health professional to quit smoking, and almost one-half have been advised to cut back on the number of cigarettes that they smoke. Few smokers have been advised to switch from regular to mild cigarettes or to take up smoking to deal with stress or to lose weight.

Smokers were asked whether they had ever been advised by a health professional to do certain things related to smoking. Almost seven in ten (68%) report that they have been advised to quit smoking, while three in ten (30%) say they have not received such advice and two percent give no opinion. Almost one-half (48%) of smokers have been advised to cut back on the number of cigarettes they smoke per day, while one-half (50%) say they have not received such advice and two percent give no opinion. Ten percent state that they have been advised to switch from regular to "light" or "mild" cigarettes; 88 percent say they have not been given such advice and three percent offer no opinion. Only four percent report having been advised to take up smoking to deal with stress or to lose weight, while 94 percent say they have not been given such advice and two percent give no opinion.

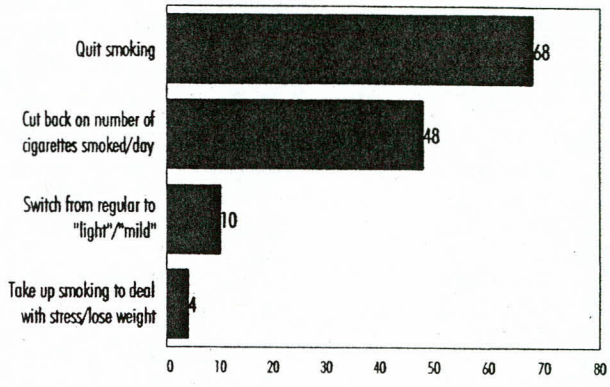
Regional analysis shows that smokers in the Atlantic provinces (73%) and Ontario (72%) are more likely than other smokers to say that they have been advised to quit smoking. Ontarians who smoke are also more likely (58%) to report that they have been advised to cut back on the number of cigarettes they smoke per day.

Women (73%) are more likely than men (63%) to say that they have been advised to quit smoking. The likelihood of reporting that one has been advised to quit smoking also tends to increase with age and with education levels. Women (53%) are also more likely than men (42%) to report that they have been advised to cut back on the number of cigarettes they smoke per day.

Special crosstabulations show that those who smoke 25 or more cigarettes per day (80%) are more likely than other smokers to say that they have been advised to quit smoking. Those who smoke 25 or more cigarettes per day (58%) and those who smoke regular cigarettes (53%) are more likely than other smokers to report that they have been advised to cut back on the number of cigarettes they smoke.

Advice By a Health Professional

Have Been Advised January 1999



Q.196C

Have you ever been advised by a health professional such as a doctor, pharmacist or nurse to do any of the following things... switch from regular to "light" or "mild" cigarettes... quit smoking ... cut back on number of cigarettes you smoke per day... take up smoking to deal with stress or to lose weight?

Subsample: Smokers

N = 525

Questionnaire

December 8, 1998

Health Canada – Office for Tobacco Control
Light and Mild Cigarette Project
Final Omnibus Questions
FC84

1. C At the present time, do you smoke cigarettes every day, occasionally, or not at all?

Every day	1	**SKIP TO Q. 3C**
Occasionally (less than every day)	2	**SKIP TO Q. 3C**
Not at all	3	**GO TO Q. 2C**
DK/NA	4	

IF EVERY DAY OR OCCASIONALLY IN Q.1C, SKIP TO Q.3C
OTHERS ASK Q.2C

2. C Have you ever smoked cigarettes daily?

Yes	1	
No	2	**GO TO Q. 81**
DK/NA	3	

3. C Currently, which ones, if any, of the following tobacco products do you regularly use? **READ LIST...CODE ALL THAT APPLY**

Manufactured cigarettes (i.e. standard cigarettes in a pack)	1	
Roll your own cigarettes	2	**GO TO Q. 4C**
Tobacco sticks	3	**GO TO Q. 4C**
Cigars/cigarillos	4	
Pipe	5	
Smokeless tobacco (chew or snuff)	6	
DON'T SMOKE/ DON'T USE TOBACCO PRODUCTS AT ALL	7	**SKIP TO END**
DK/NA	8	**SKIP TO END**

IF RESPONDENT REGULARLY USES ROLE-YOUR-OWN CIGARETTES OR TOBACCO STICKS AT ALL IN Q. 3C, ASK Q. 4C

IF RESPONDENT DOES NOT REGULARLY USE EITHER: MANUFACTURED CIGARETTES, ROLL YOUR OWN CIGARETTES OR TOBACCO STICKS IN Q. 3C, SKIP TO END OF SECTION

IF RESPONDENT REGULARLY USES MANUFACTURED CIGARETTES ONLY IN Q.3C, SKIP TO Q.5C.

4. C What is the main reason you use this product rather than manufactured cigarettes? **DO NOT READ...CODE ONE RESPONSE ONLY**

Price/cheaper	1
Taste	2
Personal preference	3
Other (**SPECIFY**)_____	4
DK/NA	5

IF RESPONDENT ONLY SMOKES ROLE YOUR OWN CIGARETTES OR TOBACCO STICKS IN Q. 3C, SKIP TO END OF SECTION, ANYONE WHO SMOKES MANUFACTURED CIGARETTES AT ALL IN Q. 3C, CONTINUE

5. C How long have you been a cigarette smoker? Has it been...? **READ**

Less than 1 year	1
1-5 years	2
More than 5 years	3
DK/NA	4

6. C On average, how many cigarettes do you smoke per day? **PROBE FOR A PRECISE NUMBER (IE: 10 CIGARETTES A DAY, 25 CIGARETTES A DAY)...IF RESPONDENT SAY "ONE PACK A DAY" PROBE FOR NUMBER OF CIGARETTES IN A PACK**

_____**CIGARETTES A DAY**

7. C What brand of cigarettes do you usually smoke? **DO NOT READ...CODE ONE BRAND ONLY...INT. NOTE: PROBE FOR WHETHER RESPONDENT SMOKES REGULAR, LIGHT, EXTRA LIGHT ETC.... WITHIN THEIR BRAND...DO NOT PROBE or RECORD WHETHER IT IS KINGSIZE OR REGULAR-SIZE – THIS DOES NOT INTEREST US.**

Benson & Hedges (Regular)	01
Benson & Hedges Deluxe Ultra Light	02
Benson & Hedges Deluxe Ultra Light Menthol	03
Craven "A" (Regular)	04
Craven Menthol	05
DuMaurier (Regular)	06
DuMaurier Light	07
DuMaurier Extra Light	08
DuMaurier Ultra Light	09
Export "A" (Regular)	10
Export "A" Light	11
Export "A" Medium	12
Matinee Extra Mild	13
Player's (Regular)	14
Player's Extra Light	15
Player's Light	16
Rothmans (Regular)	17
Rothmans Special Mild	18
Other (SPECIFY)_____	19
DK/NA	20

8. C Is there another brand of cigarette you usually smoke when you can't get your usual brand?

Yes	1	
No	2	**SKIP TO. Q 10C**
DK/NA	3	**SKIP TO Q. 10C**

IF RESPONDENT HAS ANOTHER BRAND THEY SMOKE IN Q. 8C, ASK:

9. C What is your second preferred cigarette brand that you smoke when you can't get your regular brand?. **DO NOT READ...CODE ONE BRAND ONLY...INT. NOTE: PROBE FOR WHETHER RESPONDENT SMOKES REGULAR, LIGHT, EXTRA LIGHT ETC.... WITHIN THEIR BRAND...DO NOT PROBE or RECORD WHETHER IT IS KINGSIZE OR REGULAR-SIZE – THIS DOES NOT INTEREST US.**

Benson & Hedges (Regular)	01
Benson & Hedges Deluxe Ultra Light	02
Benson & Hedges Deluxe Ultra Light Menthol	03
Craven "A" (Regular)	04
Craven Menthol	05
DuMaurier (Regular)	06
DuMaurier Light	07
DuMaurier Extra Light	08
DuMaurier Ultra Light	09
Export "A" (Regular)	10
Export "A" Light	11
Export "A" Medium	12
Matinee Extra Mild	13
Player's (Regular)	14
Player's Extra Light	15
Player's Light	16
Rothmans (Regular)	17
Rothmans Special Mild	18
Other (SPECIFY)_____	19
DK/NA	20

10. C Is your current preferred cigarette brand the first brand you ever smoked?

Yes	1
No	2
DK/NA	3

11. C What are your reasons for choosing your preferred brand of cigarettes? **DO NOT READ...CODE ALL THAT APPLY.**

Relative and/or friend smokes it	01
Taste/flavour	02
Smell/aroma	03
Low degree of throat irritation (less "harshness")	04
Strength/satisfies nicotine craving	05
Acceptable tar, nicotine & carbon monoxide levels	06
Attractive packaging	07
Popular brand	08
Health reasons	09
Trying to quit	10
Advertising/promotion/sponsoring	11
Other (**SPECIFY**) _____	12
DK/NA	13

12. C When you first started smoking, did you usually smoke "light" or "mild" or regular cigarettes?

"Light" or "mild" type of cigarette	1
Regular cigarette	2
NO USUAL TYPE	3
DK/NA	4

13. C Do you consider your **current** preferred cigarette brand to be a ...**READ**

"Light" or "mild" type of cigarette	1	**GO TO Q. 14C**
Regular cigarette	2	**SKIP TO Q. 17C**
NO USUAL TYPE	3	**SKIP TO Q. 19C**
DK/NA	4	**SKIP TO Q. 19C**

IF RESPONDENT SMOKES "LIGHT/MILD CIGARETTES" IN Q13C, GO TO Q. 14C-16C. IF RESPONDENT SMOKES REGULAR CIGARETTES IN Q13C, SKIP TO Q. 17C

14. C How long ago did you most recently switch from smoking regular to "light" or "mild" cigarettes? Was it...**READ**

Less than 1 year ago	1	
1-5 years	2	
More than 5 years ago	3	
or, Have you always smoked light or mild cigarettes...	4	**SKIP TO Q. 16C**
DK/NA	5	**SKIP TO Q. 16C**

ALL WHO HAVE SWITCHED FROM REGULAR TO LIGHT OR MILD CIGARETTES (I.E.: CODES 1, 2 OR 3) IN Q. 14C, ASK Q. 15C, THEN SKIP TO Q. 19C

15. C Why did you switch from regular to "light" / "mild" cigarettes? **DO NOT READ...CODE ALL THAT APPLY.**

Health reasons	1
Less harsh/smoother	2
Step to quit smoking	3
Taste/flavour	4
Smell/aroma	5
Attractive packaging	6
Popular brand	7
Other (SPECIFY) _____	8
DK/NA	9

ASK ALL WHO HAVE ALWAYS SMOKED LIGHT OR MILD CIGARETTES IN Q. 14C, THEN SKIP TO Q. 19C

16. C Why did you decide to smoke "light" / "mild" cigarettes in the first place? **DO NOT READ...CODE ALL THAT APPLY.**

Health reasons	1
Less harsh/smoother	2
Step to quit smoking	3
Taste/flavour	4
Smell/aroma	5
Attractive packaging	6
Popular brand	7
Other (SPECIFY) _____	8
DK/NA	9

ASK ALL WHO SMOKE REGULAR CIGARETTES IN Q. 13C

17. C How long ago did you last switch from "light" / "mild" to regular cigarettes? Was it...? **READ**

Less than 1 year ago	1	
1-5 years	2	
More than 5 years ago	3	
or, Have you always smoked regular cigarettes	4	**SKIP TO Q. 19C**
DK/NA	5	**SKIP TO Q. 19C**

ASK ALL WHO HAVE EVER SWITCHED FROM "LIGHT" OR "MILD" TO REGULAR CIGARETTES IN Q. 17C

18. C Why did you switch from "light" / "mild" to regular cigarettes? **DO NOT READ...CODE ALL THAT APPLY**

More satisfying smoke	1
Popular brand	2
Taste/flavour	3
Smell/aroma	4
Better draw	5
Attractive packaging	6
Other (**SPECIFY**) _____	7
DK/NA	8

ASK ALL SMOKERS

19. C In general, how do cigarette brands differ to you? **DO NOT READ...PROBE FOR MULTIPLE MENTIONS...CODE ALL THAT APPLY**

Taste/flavour	01
Harshness	02
Smell/aroma	03
Smoothness	04
Strength/different draw	05
Satisfaction/enjoyment	06
Ability to satisfy nicotine craving	07
Addictiveness	08
Tar, nicotine and carbon monoxide levels	09
Type of tobacco	10
Chemicals or additives	11
Filter	12
Type of paper	13
Number of ventilation holes in filter	14
Appearance (colour of filter and length of cigarette)	15
Packaging	16
Other (SPECIFY)_____	17
Can't tell the difference	18
DK/NA	19

20. C As you know, the term "light" appears on some types of cigarettes. What do you think is meant by the term "light" on cigarettes? **DO NOT READ...PROBE FFOR MULTIPLE...MENTIONS...CODE ALL THAT APPLY**

Lighter/ milder taste (flavour) 01
Lighter/milder aroma (smell) 02
Less irritable to throat (less harsh) 03
Less addictive 04
Lighter weight 05
Smoother 06
Less strong 07
Less chemicals or additives 08
Less harmful/healthier 09
Less tobacco 10
Different filter 11
Different kinds of tobacco 12
Lower in tar, nicotine and carbon monoxide 13
Advertising gimmick 14
Doesn't mean anything to you 15
Other (**SPECIFY**) _____ 16
DK/NA 17

21. C And what do you think is meant by the term "mild" on cigarettes? **DO NOT READ...PROBE FOR MULTIPLE MENTIONS...CODE ALL THAT APPLY**

Lighter/ milder taste (flavour) 01
Lighter/milder aroma (smell) 02
Less irritable to throat (less harsh) 03
Less addictive 04
Lighter weight 05
Smoother 06
Less strong 07
Less chemicals or additives 08
Less harmful/healthier 09
Less tobacco 10
Different filter 11
Different kinds of tobacco 12
Lower in tar, nicotine and carbon monoxide 13
Advertising gimmick 14
Doesn't mean anything to you 15
Other (specify)_____ 16
DK/NA 17

22. C Why do you think cigarette companies label some of their cigarettes as "light" or "mild"? **DO NOT READ...PROBE FOR MULTIPLE MENTIONS...CODE ALL THAT APPLY**

To provide a quitting mechanism for people who would like to quit 1
To provide smokers with more brands to choose from 2
To attract new smokers 3
To appeal to health conscious smokers 4
Advertising gimmick/marketing/to sell more cigarettes 5
They are lighter in tar, nicotine and carbon monoxide than the regular brand 6
They are lighter in taste or less harsh 7
Other reason (**SPECIFY**) _____ 8
DK/NA 9

23. C What is it about "light" or "mild" cigarettes that might make them "lighter" or "milder" than regular cigarettes? **DO NOT READ...PROBE FOR MULTIPLE MENTIONS...CODE ALL THAT APPLY**

Less tar, nicotine and carbon monoxide	01
Less chemicals or additives	02
Less addictive	03
Less harmful to one's health	04
Different tobacco	05
Different filter	06
Less tobacco	07
Different draw (more "airy")	08
Lighter/milder taste/less harsh	09
Other (specify) _____	10
DK/NA	11

24. C As far as you know, what physically makes a "light" cigarette "light", do you think the "lightness" of it is created...**READ**

Completely by the way the filter is designed	1
Completely by the contents of the tobacco itself	2
A combination of the filter and the tobacco	3
OTHER (SPECIFY) _____	4
DK/NA	5

25. C How do "light" cigarette brands differ from "mild" ones, if at all? **DO NOT READ...PROBE FOR MULTIPLE MENTIONS...CODE ALL THAT APPLY**

Taste/flavour	01
Throat irritation (harshness)	02
Smell/aroma	03
Smoothness	04
Strength/different draw	05
Satisfaction/enjoyment	06
Ability to satisfy nicotine craving	07
Addictiveness	08
Tar, nicotine and carbon monoxide levels	09
Type of tobacco	10
Chemicals or additives	11
Filter	12
Type of paper	13
Number of ventilation holes in filter	14
Appearance (colour of filter and length of cigarette)	15
Packaging	16
Can't tell the difference	17
Other (SPECIFY)_____	18
DK/NA	19

26. C Thinking about the possible differences between "light" cigarettes and regular cigarettes, do you believe that "light" cigarettes, compared to regular cigarettes, are...? **READ AND ROTATE**

( ) A.

Lower in tar, nicotine and carbon monoxide..... 1
Higher in tar, nicotine and carbon monoxide..... 2
Have the same tar, nicotine
and carbon monoxide content 3
DK/NA 4

( ) B.

Less addictive 1
More addictive..... 2
Just as addictive 3
DK/NA 4

( ) C.

Less chemicals and additives..... 1
More chemicals and additives 2
The same chemicals and additives 3
DK/NA 4

( ) D.

Less damaging to health 1
More damaging to health..... 2
Just as damaging to health..... 3
DK/NA 4

Smoking Behaviour

27. C Did you change your smoking patterns in any of the following ways when you switched cigarettes brands, if you have ever switched at all? **READ AND ROTATE...CODE ALL THAT APPLY**

( ) Smoking more cigarettes 01
( ) Smoking less cigarettes..... 02
( ) Drawing deeper or harder 03
( ) Holding the cigarette differently..... 04
( ) Taking more puffs, or shorter
intervals between puffs..... 05
( ) Taking longer (larger) puffs 06
( ) Tampering with the filter..... 07
( ) Didn't change smoking pattern at all..... 08
NEVER SWITCHED BRANDS..... 09
OTHER (**SPECIFY**)_____ 10
DK/NA 11

28. C Have you ever tampered with a manufactured cigarette to achieve a more enjoyable smoke?

Yes 1
No..... 2 **SKIP TO Q. 30C**
DK/NA 3

IF RESPONDENT HAS EVER TAMPERED WITH A CIGARETTE IN Q. 28C, ASK:

29. C Which of the following is your **main** method of tampering with a cigarette? **READ AND ROTATE ...CODE ALL THAT APPLY**

( ) Removing/shortening filter 1
( ) Pinching filter within fingers..... 2
( ) Taping up ventilation holes on filter..... 3
( ) Puncture holes in cigarette filter..... 4
( ) Biting/clenching cigarette filter harder..... 5
( ) Covering ventilation holes with lips 6
OTHER METHOD _____.. 7
DK/NA 8

30. C What do you think **should** be meant by the term "light" or "mild" on cigarette packs? **DO NOT READ...CODE ALL THAT APPLY**

Less tar, nicotine and carbon monoxide..... 1
Less chemicals or additives..... 2
Less addictive 3
Less harmful effects to the health..... 4
Lighter or milder taste 5
Less throat irritation (less harsh) 6
Should only refer to type of brand 7
Other (SPECIFY)_____ 8
DK/NA 9

31. C When you buy cigarettes, how often do you read the side panels to compare tar, nicotine and carbon monoxide levels among brands? **READ**

Always..... 1
Sometimes, not every time 2
Never..... 3
DK/NA 4

32. C Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that switching from smoking a regular cigarette to smoking a light or mild brand can be part of a step-by-step approach to quitting smoking.?

Strongly agree..... 1
Somewhat agree..... 2
Somewhat disagree 3
Strongly disagree..... 5
DK/NA 5

33. C In percentage terms, how much less harmful material, if any, **does** a "light" or "mild" cigarette deliver to the smoker compared to a regular cigarette? **INT. NOTE: PROBE FOR A PERCENTAGE FIGURE (E.G. "LIGHT" DELIVER 25% LESS HARMFUL MATERIAL TO THE SMOKER THAN REGULAR CIGARETTES)**

_____%

No difference at all..... 2
DK/NA 3

34. C In percentage terms, how much less harmful material **should** a "light" or "mild" cigarette deliver to the smoker compared to a regular cigarette? **INT. NOTE: PROBE FOR A PERCENTAGE FIGURE (E.G. "LIGHT" DELIVER 25% LESS HARMFUL MATERIAL TO THE SMOKER THAN REGULAR CIGARETTES)**

_____%

No difference at all..... 2
DK/NA 3

35. C As far as you know, are there any set standards or regulations as to what constitutes a "light" or "mild" cigarette?

Yes, there are standards 1
No, there are no standards 2
DK/NA 3

36. C As you know, cigarette packages can have a variety of more detailed descriptors, such as "light", "extra light", "ultra light", "mild", "extra mild", "special mild" etc... Would you say that you have a very clear idea of what these descriptors mean, or do you find them confusing?

Clear idea of meaning 1
Find them confusing 2
DK/NA 3

37. C Do you think that there should be more information on cigarette packages about what "light" or "mild" really mean, or do you think that there is already enough information now?

Should be more information 1
Enough information already ..... 2 **SKIP TO Q. 39C**
DK/NA ..... 3 **SKIP TO Q. 39C**

IF RESPONDENT FEELS THERE SHOULD BE MORE INFORMATION IN Q. 37C, ASK

38. C What kind of additional information on "light" and "mild" would you like to see? **ACCEPT MULTIPLE RESPONSES**

_____

_____

_____

ASK ALL SMOKERS

39. C What type of package does the cigarette brand that you usually smoke come in? Is it a...**READ**

Slide and shell 1
Flip top 2
Soft pack/ "crushable", such as Winston's 3
OTHER (SPECIFY)_____ 4
DK/NA 5

40. C When you open a cigarette package, how often do you look at the back of the "slide" part that holds the cigarettes? **READ**

Always 1
Sometimes, not every time 2
Never 3
DK/NA 4

41. C I am going to read you a list of things that could be placed on the slide of cigarette packages. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree that each of the following would be useful information to have on the slide of a cigarette package: **READ AND ROTATE**

		Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	DK/ NA
( ) Lists of toxic chemicals in cigarettes	a.	1	2	3	4	5
( ) Pictures, graphics or written information about the health effects of smoking	b.	1	2	3	4	5
( ) A 1-800 number to call for tips on quitting smoking and related health information	c.	1	2	3	4	5
( ) Information on products to help quit smoking, such as the patch, nicotine gum, etc.:	d.	1	2	3	4	5

42. C Which **one** of the following would be the best way to present extra information on the "slide" of cigarette packages? **READ AND ROTATE...CODE ONE ONLY**

( ) Text (words) 1
( ) Diagram (picture) 2
( ) Graph (chart) 3
( ) Statistics (numbers) 4
OTHER (SPECIFY)_____ 5
ALL EQUALLY 6
NONE OF THEM 7
DK/NA 8

43. C Which **ONE** of the following words do you see as being strongest in terms of the degree of hazard it represents? **SHOW CARD "?"**

Caution 1
Warning 2
Hazard 3
Danger 4
Note 5
Poison 6
ALL EQUALLY ..... 7 **SKIP TO Q. 45C**
NONE ..... 8 **SKIP TO Q. 45C**
DK/NA ..... 7 **SKIP TO Q. 45C**

44. C Which **ONE** of the following words do you see as being the second strongest in terms of the degree of hazard it represents? **SHOW CARD "?"**

Caution 1
Warning 2
Hazard 3
Danger 4
Note 5
Poison 6
ALL EQUALLY 7
NONE 8
DK/NA 7

ASK ALL SMOKERS

45. C Which **ONE** of the following graphics or pictures do you see as being the strongest in terms of the degree of hazard it represents? **SHOW CARD**

Skull and crossbones 1
Black lung 2
Stop sign 3
Yield sign 4
Tombstone 5
Coffin 6
ALL EQUALLY ..... 7 **SKIP TO Q. 47C**
NONE ..... 8 **SKIP TO Q. 47C**
DK/NA ..... 7 **SKIP TO Q. 47C**

46. C Which **ONE** of the following graphics or pictures do you see as being the second strongest in terms of the degree of hazard it represents? **SHOW CARD**

Skull and crossbones 1
Black lung 2
Stop sign 3
Yield sign 4
Tombstone 5
Coffin 6
ALL EQUALLY 7
NONE 8
DK/NA 7

ASK ALL SMOKERS

47. C If a cigarette pack had a statement on it saying **"ADDITIVE-FREE"** what would this mean to you in terms of how toxic the cigarettes in the pack would be? Would it tell you that the cigarettes were less toxic, more toxic or just as toxic as cigarettes without this statement on the pack?

"Additive-free" cigarettes are less toxic 1
"Additive-free" cigarettes are more toxic..... 2
"Additive-free" cigarettes are just as toxic 3
DK/NA 4

48. C If a cigarette pack had a statement on it saying **"100% NATURAL TOBACCO"** what would this mean to you in terms of how toxic the cigarettes in the pack would be? Would it tell you that the cigarettes were less toxic, more toxic or just as toxic as cigarettes without this statement on the pack?

"100% natural tobacco" cigarettes are less toxic 1
"100% natural tobacco" cigarettes are more toxic..... 2
"100% natural tobacco" cigarettes are just as toxic 3
DK/NA 4

49. C Have you ever been advised by a health professional such as a doctor, pharmacist or nurse to do any of the following things? **READ AND ROTATE**

		Yes	No	DK/NA
( ) switch from regular to "light" or "mild" cigarettes.....	(a)	1	2	3
( ) quit smoking	(b)	1	2	3
( ) cut back on number of cigarettes you smoke per day.....	(c)	1	2	3
( ) take up smoking to deal with stress or to loose weight.....	(d)	1	2	3

Statistical Tables

148.C At the present time, do you smoke cigarettes every day, occasionally, or not at all?

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	2000	956	1044	479	605	479	437	477	1172	732	1253	1433	486	904	670	93	93	1284	694	320	102	202
WEIGHTED SAMPLE	2000	953	1047	478	609	471	442	486	1169	718	1267	1404	504	937	642	108	106	1298	681	320	115	192
Every day	29	30	28	34	32	30	19	32	26	34	26	27	37	31	26	20	13	23	41	30	35	27
Occasionally (less than every day)	3	2	4	3	4	3	1	4	3	4	3	3	3	3	3	3	6	3	4	5	4	5
Not at all	68	67	68	62	63	67	80	64	71	61	71	69	60	66	71	77	80	74	55	65	61	68
DK/NA	*	*	*	*	1	-	*	*	*	*	*	*	*	*	1	-	*	*	*	*	-	*

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Home maker	Unempl oyed	Retired	Working	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	2000	784	329	193	168	399	611	245	199	283	291	219	253	312	304	380	336	351	173	971	841	358
WEIGHTED SAMPLE	2000	782	324	202	157	405	609	239	194	285	289	211	230	295	296	378	355	386	176	943	868	375
Every day	29	30	29	35	46	19	29	16	23	29	44	39	43	36	23	28	28	22	26	35	23	17
Occasionally (less than every day)	3	3	4	3	4	1	5	5	5	3	2	3	5	3	3	3	1	4	3	2	5	4
Not at all	68	66	67	62	49	80	66	77	71	67	53	58	52	60	73	69	70	73	71	63	72	78
DK/NA	*	1	-	-	1	*	1	2	-	1	-	-	-	-	*	-	1	1	-	*	*	1

		REGION						SUB-REGIONS						COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Quebec	Ontario	Western Can.	Toronto	Montreal	Van couver	Man.	Sask	Alberta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Reform	Bloc Que.
UNWEIGHTED SAMPLE	2000	270	489	524	717	185	190	110	131	130	220	236	1511	485	486	480	549	662	176	197	175	168
WEIGHTED SAMPLE	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	701	171	190	169	170
Every day	29	37	37	23	26	22	43	18	28	35	26	24	26	29	27	29	31	25	25	34	27	44
Occasionally (less than every day)	3	1	3	4	3	2	4	5	3	3	3	4	3	3	3	3	4	2	5	5	3	3
Not at all	68	62	60	72	70	75	53	77	69	62	71	72	70	67	70	68	66	72	71	60	70	54
DK/NA	*	*	*	1	-	2	-	-	-	-	-	-	*	1	-	1	-	*	-	1	-	*

148.C At the present time, do you smoke cigarettes every day, occasionally, or not at all?

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	2000	160	222	133	309	201	408	92
WEIGHTED SAMPLE	2000	157	217	137	308	197	402	94
Every day	29	72	98	99	88	95	92	85
Occasionally (less than every day)	3	28	2	1	12	5	8	15
Not at all	68	-	-	-	-	-	-	-
DK/NA	*	-	-	-	-	-	-	-

149.C Have you ever smoked cigarettes daily?

Subsample: Respondents who do not smoke

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	1335	635	700	289	381	325	340	297	821	447	876	982	289	584	474	73	75	952	368	213	63	139
WEIGHTED SAMPLE	1357	644	713	298	391	315	354	312	831	443	903	979	304	621	458	84	85	967	374	209	70	131
Yes	32	38	28	20	29	41	39	24	36	31	33	32	36	32	33	26	21	33	32	37	41	35
No	66	61	71	78	70	59	59	74	63	67	66	66	64	67	65	74	79	66	67	63	59	64
DK/NA	1	1	1	2	1	*	1	2	1	2	1	1	*	1	2	-	-	1	1	1	-	1

		EMPLOYMENT STATUS						OCCUPATION							HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	1335	522	227	112	80	312	405	193	140	185	160	128	128	184	219	264	235	259	116	601	607	282
WEIGHTED SAMPLE	1357	523	217	125	78	325	405	188	139	193	154	123	120	178	218	262	251	286	125	594	628	297
Yes	32	34	29	25	34	40	31	27	37	29	39	33	28	32	36	34	30	34	34	37	27	24
No	66	65	69	75	66	58	68	72	63	69	59	66	72	68	63	64	68	66	64	61	72	75
DK/NA	1	1	2	-	-	2	1	*	-	2	2	1	-	1	1	2	2	*	2	1	1	1

		REGION				SUB-REGIONS							COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Quebec	Ontario	Western Can.	Toronto	Montreal	Vancouver	Man.	Sask	Alberta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Reform	Bloc Que.
UNWEIGHTED SAMPLE	1335	167	289	379	500	142	101	85	90	81	157	172	1046	328	324	324	359	474	119	122	124	89
WEIGHTED SAMPLE	1357	106	303	541	408	200	114	80	55	45	134	174	1055	394	348	248	368	509	121	116	119	91
Yes	32	39	33	27	37	18	31	34	28	42	36	40	32	25	34	35	37	31	34	35	39	40
No	66	61	67	70	62	80	69	66	72	58	64	59	66	74	66	62	62	67	66	63	61	60
DK/NA	1	-	*	2	*	2	-	-	-	-	-	1	1	1	-	3	1	2	-	2	1	-

149.C Have you ever smoked cigarettes daily?

Subsample: Respondents who do not smoke

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	1335	-	-	-	-	-	-	-
WEIGHTED SAMPLE	1357	-	-	-	-	-	-	-
Yes	32	-	-	-	-	-	-	-
No	66	-	-	-	-	-	-	-
DK/NA	1	-	-	-	-	-	-	-

150.C Currently, which ones, if any, of the following tobacco products do you regularly use?

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	2000	956	1044	479	605	479	437	477	1172	732	1253	1433	486	904	670	93	93	1284	694	320	102	202
WEIGHTED SAMPLE	2000	953	1047	478	609	471	442	486	1169	718	1267	1404	504	937	642	108	106	1298	681	320	115	192
Don't smoke/don't use tobacco products at all	30	29	32	26	29	31	36	27	32	29	31	31	30	29	30	27	33	34	23	29	21	33
Manufactured cigarettes (i.e. standard cig. in a pack)	26	26	26	33	28	27	14	30	23	31	23	26	29	27	24	20	15	22	34	31	35	28
Roll your own cig.	6	6	5	5	6	6	5	6	5	6	5	5	7	6	5	3	1	3	10	3	3	2
Tobacco sticks	1	1	1	2	1	1	*	1	1	1	1	*	3	2	*	-	1	*	3	1	1	1
Cigars/cigarillos	1	1	*	1	1	1	*	1	1	1	1	1	*	1	*	1	-	1	1	*	1	-
Pipe	*	*	*	-	1	*	*	-	*	*	*	*	*	*	*	-	-	*	*	1	1	1
Smokeless tobacco (chew or snuff)	*	*	-	*	-	-	-	-	*	-	*	*	-	-	-	-	-	-	*	-	-	-
DK/NA	38	39	38	37	36	36	46	38	39	34	41	40	32	38	43	51	52	41	33	36	40	35

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/Semi Skil	Unskil Work		Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	2000	784	329	193	168	399	611	245	199	283	291	219		253	312	304	380	336	351	173	971	841	358
WEIGHTED SAMPLE	2000	782	324	202	157	405	609	239	194	285	289	211		230	295	296	378	355	386	176	943	868	375
Don't smoke/don't use tobacco products at all	30	29	32	25	31	35	31	32	37	32	26	27		21	26	39	32	30	30	28	28	33	34
Manufactured cigarettes (i.e. standard cig. in a pack)	26	30	28	25	35	14	29	21	25	26	41	31		31	28	20	27	26	25	14	30	24	20
Roll your own cig.	6	4	3	12	16	5	4	1	2	3	7	12		17	11	6	3	2	*	14	7	2	1
Tobacco sticks	1	1	1	2	4	-	*	-	-	1	2	1		3	1	2	*	1	-	1	1	1	1
Cigars/cigarillos	1	1	1	-	1	1	*	1	1	*	1	1		-	1	*	*	1	1	-	1	1	*
Pipe	*	*	-	-	*	*	-	*	*	-	1	-		-	-	*	*	1	*	*	*	*	*
Smokeless tobacco (chew or snuff)	*	*	-	-	-	-	-	-	-	*	-	-		-	-	-	*	-	-	-	*	-	-
DK/NA	38	38	37	39	19	46	36	47	36	38	27	32		32	36	35	38	41	45	44	35	40	45

150.C Currently, which ones, if any, of the following tobacco products do you regularly use?

		REGION							SUB-REGIONS					COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	2000	270	489	524	717	185	190	110	131	130	220	236	1511	485	486	480	549	662	176	197	175	168
WEIGHTED SAMPLE	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	701	171	190	169	170
Don't smoke/don't use tobacco products at all	30	22	28	22	46	25	4	77	16	38	33	69	31	27	27	37	33	31	27	25	34	29
Manufactured cigarettes (i.e. standard cig. in a pack)	26	30	30	26	21	23	38	20	29	28	16	21	25	28	24	24	27	22	21	36	25	36
Roll your own cig.	6	12	7	1	9	1	4	3	3	10	12	8	5	2	6	8	7	4	7	3	7	7
Tobacco sticks	1	2	3	*	*	1	4	-	1	-	-	-	*	2	1	1	1	-	1	1	-	4
Cigars/cigarillos	1	-	*	1	1	1	1	1	3	1	1	*	1	1	1	*	*	1	-	1	2	-
Pipe	*	*	1	-	*	-	1	-	1	1	-	-	*	*	*	-	*	*	-	*	-	-
Smokeless tobacco (chew or snuff)	*	-	-	-	*	-	-	-	-	-	*	-	*	-	-	-	*	*	-	-	-	-
DK/NA	38	40	34	52	25	52	51	1	53	27	38	4	40	42	43	33	33	42	45	37	36	26

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	2000	160	222	133	309	201	408	92
WEIGHTED SAMPLE	2000	157	217	137	308	197	402	94
Don't smoke/don't use tobacco products at all	30	-	-	-	-	-	-	-
Manufactured cigarettes (i.e. standard cig. in a pack)	26	100	100	100	100	100	100	99
Roll your own cig.	6	2	5	7	3	6	5	4
Tobacco sticks	1	-	1	2	*	1	1	-
Cigars/cigarillos	1	2	2	2	*	4	2	1
Pipe	*	*	*	1	*	1	1	-
Smokeless tobacco (chew or snuff)	*	-	-	-	-	-	-	-
DK/NA	38	-	-	-	-	-	-	-

151.C What is the main reason you use this product rather than manufactured cigarettes?

Subsample: Smokers who use roll your own cigarettes or tobacco sticks

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER	
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Private Sect	Public Sect
UNWEIGHTED SAMPLE	171	91	80	42	60	41	28	45	85	67	102	115	52	87	44	4	1	64	105	16	5	9
WEIGHTED SAMPLE	147	80	67	36	51	37	24	39	75	59	87	93	52	76	35	4	1	55	91	15	6	8
Price/cheaper	73	64	84	70	79	70	69	66	74	76	70	66	84	75	76	49	-	62	80	67	81	62
Personal preference	12	15	8	14	9	13	15	17	12	4	18	15	8	11	12	51	100	10	13	10	-	7
Taste	2	3	-	-	1	1	5	-	2	2	1	3	-	-	5	-	-	4	-	-	-	-
Other	4	4	4	5	1	8	3	7	4	5	4	4	4	4	2	-	-	6	2	6	-	12
DK/NA	9	14	4	11	10	7	9	10	8	13	7	12	4	9	5	-	-	17	5	17	19	19

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	171	45	20	34	38	26	39	4	8	19	31	33	55	46	26	17	17	6	30	106	34	6
WEIGHTED SAMPLE	147	40	17	29	32	23	31	5	6	14	29	27	46	38	23	15	16	6	27	87	32	6
Price/cheaper	73	65	68	81	80	67	83	12	40	90	72	80	84	75	73	73	57	11	83	79	50	28
Personal preference	12	14	9	11	13	15	10	19	17	10	15	4	8	16	8	24	6	24	8	13	14	38
Taste	2	1	-	2	-	6	-	-	-	-	-	2	-	5	-	-	-	9	5	1	-	-
Other	4	5	4	4	3	3	5	-	21	-	-	6	4	-	16	-	4	-	2	2	8	16
DK/NA	9	15	19	2	4	9	2	69	22	-	13	8	4	5	3	4	34	56	2	4	28	19

		REGION				SUB-REGIONS						COMMUNITY SIZE					FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Quebec	Ontario	Western Can.	Toronto	Montreal	Vancouver	Man.	Sask	Alberta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Reform	Bloc Que.
UNWEIGHTED SAMPLE	171	38	53	10	70	2	17	4	9	14	29	18	118	23	50	48	50	42	16	12	15	22
WEIGHTED SAMPLE	147	23	53	14	58	3	19	4	6	8	25	20	95	26	41	34	47	39	13	9	14	19
Price/cheaper	73	67	81	42	75	-	82	50	22	64	93	73	69	69	70	79	74	75	69	37	67	82
Personal preference	12	20	9	27	8	100	6	25	11	-	3	16	14	19	4	14	14	5	10	43	10	9
Taste	2	2	-	-	3	-	-	-	-	7	-	6	3	-	-	2	4	-	4	-	13	-
Other	4	5	4	-	5	-	6	25	11	15	-	5	4	8	8	2	-	3	12	-	-	6
DK/NA	9	5	6	31	9	-	6	-	55	15	3	-	11	4	18	4	9	17	5	20	10	3

151.C What is the main reason you use this product rather than manufactured cigarettes?

Subsample: Smokers who use roll your own cigarettes or tobacco sticks

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	171	9	21	16	18	26	38	6
WEIGHTED SAMPLE	147	6	18	14	12	23	32	5
Price/cheaper	73	21	60	49	64	47	45	86
Personal preference	12	29	21	15	7	20	19	14
Taste	2	-	-	4	4	-	2	-
Other	4	-	-	-	-	-	-	-
DK/NA	9	50	18	32	25	33	34	-

152.C How long have you been a cigarette smoker? Has it been...?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Less than 1 year	2	1	3	1	4	*	4	2	2	2	2	2	3	2	2	-	7	2	3	3	-	5
1-5 years	12	10	13	28	6	3	2	22	7	8	15	10	16	12	6	-	9	10	13	14	9	19
More than 5 years	83	85	82	68	86	93	91	74	87	86	80	84	79	82	89	96	84	85	81	80	89	73
DK/NA	3	3	2	2	3	3	2	1	3	3	2	3	3	3	2	-	-	3	3	3	2	4

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME					YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Less than 1 year	2	2	3	-	2	3	3	3	5	2	1	1	2	3	2	3	1	3	-	2	3	2
1-5 years	12	9	19	4	11	2	16	14	6	16	9	14	10	15	11	13	11	11	6	10	14	10
More than 5 years	83	86	76	93	87	88	79	83	85	81	85	82	87	76	84	80	84	85	89	84	81	87
DK/NA	3	3	2	3	-	6	2	-	2	-	4	4	1	5	2	3	4	1	5	3	2	1

		REGION				SUB-REGIONS							COMMUNITY SIZE					FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Quebec	Ontario	Western Can.	Toronto	Montreal	Vancouver	Man.	Sask	Alberta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Reform	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Less than 1 year	2	2	4	2	2	-	4	4	-	3	-	4	2	3	-	2	4	2	6	4	-	2
1-5 years	12	7	15	9	13	7	10	13	22	5	10	14	10	9	11	12	14	9	13	11	8	24
More than 5 years	83	89	79	86	81	90	85	78	75	89	79	81	85	86	87	79	79	86	82	81	86	75
DK/NA	3	2	2	3	2	2	1	-	3	3	5	-	3	2	2	6	2	2	-	4	4	-

152.C How long have you been a cigarette smoker? Has it been...?

Subsample: Smokers

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Less than 1 year	2	6	1	*	3	1	2	3
1-5 years	12	19	12	4	12	11	12	9
More than 5 years	83	74	88	94	83	86	84	88
DK/NA	3	1	-	2	1	2	2	-

153.C On average, how many cigarettes do you smoke per day?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME			RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Other	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
1	2	1	3	2	3	1	1	3	1	2	2	3	-	-	3	-	-	2	1	2	-	3
2 to 10	28	20	36	33	29	20	33	30	30	32	25	27	28	29	28	19	49	26	31	26	25	28
11 to 24	41	43	40	46	40	38	39	46	40	39	44	43	38	40	38	44	29	44	38	48	39	52
25	21	24	18	15	22	31	16	16	21	22	20	19	28	23	23	17	13	20	23	19	29	13
26 or more	5	8	1	2	5	7	8	3	5	3	6	5	4	5	5	13	9	5	4	3	6	1
DK/NA	2	2	2	1	1	4	3	1	2	2	2	2	1	2	2	3	-	2	2	1	-	1
Average	17	19	15	15	16	19	16	15	17	16	17	17	17	17	16	20	17	17	17	16	18	15

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
1	2	2	1	-	2	1	3	6	-	1	1	-	2	2	3	-	-	5	-	2	2	1
2 to 10	28	24	26	32	32	33	34	35	23	33	21	22	35	27	34	33	13	30	35	23	35	34
11 to 24	41	41	49	43	42	33	42	40	49	37	47	44	34	40	33	35	55	45	41	43	40	42
25	21	24	19	20	18	19	19	13	17	25	23	28	25	19	25	24	23	15	19	25	16	17
26 or more	5	6	2	3	6	7	*	6	7	3	5	3	4	7	2	5	5	5	3	5	5	5
DK/NA	2	1	3	2	-	5	1	-	2	-	2	4	-	5	2	1	2	1	2	2	1	1
Average	17	18	16	16	17	16	15	14	18	16	18	18	16	17	16	17	19	15	16	18	15	16

153.C On average, how many cigarettes do you smoke per day?

Subsample: Smokers

		REGION				SUB-REGIONS							COMMUNITY SIZE					FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
1	2	1	-	2	3	-	-	4	3	-	3	6	3	1	1	2	3	-	6	7	2	-
2 to 10	28	28	29	28	27	26	27	26	38	22	24	26	28	27	33	30	25	26	31	20	21	23
11 to 24	41	30	39	42	48	48	41	57	45	56	40	51	42	46	40	46	35	45	35	48	54	42
25	21	32	27	19	13	19	29	4	10	14	21	9	19	22	19	12	27	20	26	16	11	32
26 or more	5	2	3	7	5	5	1	4	3	6	3	6	5	3	5	5	7	6	2	5	6	2
DK/NA	2	6	1	2	2	2	1	-	3	3	5	-	2	2	2	5	1	1	-	4	4	-
Average	17	17	17	17	16	18	17	16	14	18	16	16	16	17	16	15	18	17	15	16	17	17

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
1	2	6	-	-	3	*	1	4
2 to 10	28	94	-	-	31	25	27	34
11 to 24	41	-	100	-	45	39	41	47
25	21	-	-	81	16	29	24	12
26 or more	5	-	-	19	4	6	5	4
DK/NA	2	-	-	-	1	1	1	-
Average	17	7	17	28	15	18	17	15

154.C What brand of cigarettes do you usually smoke?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Benson & Hedges(Reg)	1	2	1	3	-	*	3	3	1	*	2	2	-	-	1	-	9	2	1	3	7	1
Benson & Hedges Deluxe Ultra Light	3	2	3	3	1	2	8	3	2	1	4	4	1	3	4	4	-	3	3	1	-	2
Benson & Hedges Deluxe Ultra Light Menthol	1	-	1	1	-	2	-	*	1	*	1	1	-	-	2	-	-	1	-	2	5	-
Craven "A" (Regular)	2	3	1	1	1	3	4	3	2	1	2	1	3	2	2	-	-	1	2	3	-	5
Craven Menthol	2	1	3	1	2	3	3	1	3	2	2	3	1	*	5	-	-	3	1	2	-	4
DuMaurier (Regular)	10	12	9	13	14	7	1	13	11	11	10	9	13	9	10	4	18	9	12	11	14	10
DuMaurier Light	8	9	7	11	9	5	7	8	8	9	8	9	6	9	5	16	16	9	7	1	-	2
DuMaurier Extra Light	6	5	7	7	5	5	6	7	4	7	5	7	4	5	7	16	9	6	6	9	6	9
DuMaurier Ultra Light	2	2	3	2	3	2	2	1	3	4	1	4	-	3	3	6	9	3	2	2	2	-
DuMaurier (general)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Export "A" (Regular)	4	5	2	1	5	7	3	4	4	3	4	2	7	6	2	-	-	4	4	3	4	2
Export "A" Light	3	3	3	3	3	3	1	1	5	4	2	3	3	3	3	-	-	4	1	5	7	4
Export "A" Medium	4	5	2	5	4	3	2	3	5	4	3	*	12	7	*	-	-	2	5	5	8	4
Matinee Extra Mild	5	2	6	3	5	5	7	3	5	4	5	5	1	2	6	25	-	6	3	3	-	5
Player's (Regular)	5	8	3	6	7	4	2	5	6	7	4	5	6	6	3	-	-	6	5	4	5	3
Player's Extra Light	5	4	5	3	4	8	2	1	4	6	3	6	1	4	7	-	-	6	3	5	13	-
Player's Light	17	17	17	23	17	12	9	20	17	17	17	19	13	16	17	4	7	13	22	27	25	26
Rothman's (Regular)	2	2	3	1	2	6	1	2	1	1	3	2	3	2	4	-	-	2	2	2	2	2
Rothman's Special Mild	1	1	1	-	-	1	4	-	1	-	1	1	-	-	2	-	-	1	-	1	-	1
Regular	1	1	1	1	1	1	5	1	*	1	1	1	3	1	*	-	-	1	2	-	-	-
Light	4	3	6	3	2	7	9	4	4	2	6	4	5	6	2	7	18	5	4	4	-	6
Extra light	1	-	1	1	1	-	-	1	*	*	1	1	1	*	-	4	-	*	1	1	-	2
Ultra light	*	1	*	*	-	-	2	*	1	*	*	1	-	*	1	-	-	1	*	-	-	-
Mild (general)	4	3	5	3	5	3	5	4	4	5	3	5	2	4	5	7	-	4	3	1	-	2
Other	7	5	9	6	6	8	10	9	5	6	8	5	12	8	5	-	14	5	10	4	1	7
DK/NA	2	2	1	1	2	2	2	*	2	2	1	2	1	2	2	3	-	2	*	2	-	4

154.C What brand of cigarettes do you usually smoke?

Subsample: Smokers

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Home maker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Un-skil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Benson & Hedges(Reg)	1	1	4	-	-	3	1	1	2	1	2	-	2	-	-	2	-	4	3	1	2	1
Benson & Hedges Deluxe Ultra Light	3	3	1	-	-	10	4	-	2	4	2	1	1	1	6	3	7	-	-	2	4	5
Benson & Hedges Deluxe Ultra Light Menthol	1	1	-	2	-	-	2	-	-	4	-	-	-	-	-	1	1	2	-	*	1	3
Craven "A" (Regular)	2	2	3	-	-	4	1	-	-	4	2	-	2	1	2	1	1	3	6	2	1	-
Craven Menthol	2	3	-	2	1	3	4	3	4	2	1	3	2	-	-	1	1	8	-	2	2	4
DuMaurier (Regular)	10	9	15	6	18	-	11	13	4	13	10	17	11	7	6	20	9	6	5	12	9	8
DuMaurier Light	8	9	9	8	10	2	7	4	7	9	13	10	5	9	11	9	9	8	5	9	7	5
DuMaurier Extra Light	6	7	7	-	5	7	7	4	4	13	4	7	2	4	9	6	6	7	4	7	5	6
DuMaurier Ultra Light	2	2	2	3	3	2	3	-	2	3	4	-	2	8	-	1	-	5	-	3	2	-
DuMaurier (general)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Export "A" (Regular)	4	3	1	11	2	7	1	-	2	2	3	3	7	3	2	4	2	4	13	4	2	-
Export "A" Light	3	3	2	7	3	1	2	1	8	-	5	1	-	1	4	4	2	5	4	3	3	1
Export "A" Medium	4	5	3	3	3	2	3	3	5	3	2	7	6	3	2	7	2	2	8	3	4	5
Matinee Extra Mild	5	5	6	4	-	7	8	7	9	5	1	5	4	1	3	4	8	4	-	3	7	5
Player's (Regular)	5	5	6	6	10	3	2	7	6	-	9	8	7	5	8	1	8	5	9	6	4	6
Player's Extra Light	5	4	5	10	4	3	6	2	1	3	5	9	3	5	2	3	7	7	3	4	6	4
Player's Light	17	17	20	12	22	8	18	18	21	19	19	17	19	23	14	18	17	10	12	18	15	14
Rothman's (Regular)	2	3	-	6	1	1	3	5	2	1	3	-	-	3	4	3	1	3	9	2	2	2
Rothman's Special Mild	1	*	1	-	1	3	*	-	-	1	*	1	3	-	2	-	-	1	-	1	*	-
Regular	1	*	-	2	1	5	-	-	-	-	1	-	7	-	-	2	-	-	-	1	1	2
Light	4	4	3	5	6	6	5	12	3	1	5	3	6	8	4	1	4	5	2	5	4	8
Extra light	1	1	-	2	-	-	1	4	-	-	-	-	-	1	-	-	1	1	-	*	1	1
Ultra light	*	-	-	1	-	2	-	-	-	-	-	-	-	2	-	-	-	-	-	1	-	-
Mild (general)	4	3	2	5	2	7	4	6	5	2	1	3	1	3	10	3	3	3	-	3	5	7
Other	7	6	8	5	8	8	8	11	9	6	6	5	10	9	8	3	7	7	13	5	9	11
DK/NA	2	1	2	2	1	2	1	-	2	2	2	2	-	1	2	1	4	1	2	2	1	1

154.C What brand of cigarettes do you usually smoke?

Subsample: Smokers

		REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Benson & Hedges(Reg)	1	2	-	1	3	5	-	-	3	-	5	2	2	2	1	1	1	2	2	1	-	-
Benson & Hedges Deluxe Ultra Light	3	1	1	4	4	7	1	-	3	-	8	4	4	3	5	3	*	4	2	1	8	-
Benson & Hedges Deluxe Ultra Light Menthol	1	1	-	2	-	-	-	-	-	-	-	-	1	-	2	1	-	-	2	-	-	-
Craven "A" (Regular)	2	1	3	1	2	2	4	4	-	3	3	2	1	4	1	2	*	2	4	1	2	2
Craven Menthol	2	-	1	3	3	2	1	-	7	5	3	-	3	2	2	2	3	2	9	1	5	-
DuMaurier (Regular)	10	12	15	7	9	7	16	4	8	5	13	8	8	11	11	10	9	8	6	11	9	12
DuMaurier Light	8	5	7	11	7	24	5	4	3	5	8	9	9	12	5	8	7	7	6	8	5	6
DuMaurier Extra Light	6	3	4	8	7	12	5	4	10	-	11	6	7	8	6	6	4	7	11	5	6	4
DuMaurier Ultra Light	2	4	-	5	2	5	-	-	-	-	3	2	4	2	3	1	4	4	-	1	7	-
DuMaurier (general)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Export "A" (Regular)	4	6	7	2	1	-	5	-	3	3	-	-	2	3	1	6	6	3	6	3	-	5
Export "A" Light	3	6	3	2	3	-	1	-	3	5	8	-	3	1	2	6	4	2	2	1	5	4
Export "A" Medium	4	-	12	-	*	-	5	-	-	3	-	-	*	3	2	4	6	4	-	2	-	14
Matinee Extra Mild	5	3	1	8	4	2	1	9	3	8	-	6	6	3	9	5	3	6	5	6	5	-
Player's (Regular)	5	3	6	3	9	5	5	4	18	14	-	8	5	5	5	6	5	5	3	7	7	5
Player's Extra Light	5	2	-	10	3	5	-	9	-	3	5	4	6	3	9	1	5	7	6	12	-	-
Player's Light	17	29	13	15	19	12	15	22	20	17	13	24	18	15	15	20	19	18	13	14	19	19
Rothman's (Regular)	2	1	3	3	1	5	4	4	-	3	-	2	2	4	4	1	-	*	6	4	-	4
Rothman's Special Mild	1	1	-	1	1	-	-	-	-	8	-	-	1	-	*	2	1	1	-	2	-	-
Regular	1	2	3	*	-	-	3	-	-	-	-	-	*	1	2	1	*	-	-	1	-	6
Light	4	5	5	4	3	5	8	4	5	5	3	2	4	6	3	-	5	3	4	7	1	5
Extra light	1	-	1	-	1	-	1	9	-	-	-	4	1	2	-	-	-	1	3	-	-	-
Ultra light	*	1	-	1	-	-	-	-	-	-	-	-	1	-	1	-	1	*	-	-	-	-
Mild (general)	4	5	1	5	6	-	1	9	8	-	8	6	5	2	2	8	5	4	3	3	11	1
Other	7	4	13	4	7	2	12	9	3	10	-	11	5	8	6	6	7	7	6	6	4	13
DK/NA	2	3	1	*	3	-	-	-	8	3	5	-	2	-	2	2	3	2	-	1	4	-

154.C What brand of cigarettes do you usually smoke?

Subsample: Smokers

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Regular	Slide/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Benson & Hedges(Reg)	1	1	2	1	1	3	1	5
Benson & Hedges Deluxe Ultra Light	3	3	4	1	5	-	1	12
Benson & Hedges Deluxe Ultra Light Menthol	1	2	-	*	1	-	*	3
Craven "A" (Regular)	2	1	1	5	1	3	2	1
Craven Menthol	2	3	2	2	*	5	3	1
DuMaurier (Regular)	10	8	9	15	1	24	11	8
DuMaurier Light	8	13	9	3	13	2	9	9
DuMaurier Extra Light	6	9	6	2	9	1	6	7
DuMaurier Ultra Light	2	1	4	2	4	*	3	2
DuMaurier (general)	-	-	-	-	-	-	-	-
Export "A" (Regular)	4	2	3	7	-	9	5	1
Export "A" Light	3	1	4	3	5	-	3	1
Export "A" Medium	4	4	2	6	2	7	4	3
Matinee Extra Mild	5	6	4	4	7	*	4	7
Player's (Regular)	5	3	6	6	*	14	6	3
Player's Extra Light	5	3	5	6	8	-	6	1
Player's Light	17	19	19	12	25	4	18	12
Rothman's (Regular)	2	2	2	4	-	6	3	-
Rothman's Special Mild	1	1	1	*	1	1	*	1
Regular	1	2	2	-	*	3	2	-
Light	4	3	6	4	6	3	3	9
Extra light	1	1	*	-	1	-	*	2
Ultra light	*	-	*	1	1	-	*	2
Mild (general)	4	5	3	4	6	-	4	4
Other	7	7	6	11	3	13	6	7
DK/NA	2	1	-	-	*	*	*	1

155.C Is there another brand of cigarette you usually smoke when you can't get your usual brand?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Yes	44	44	44	54	44	38	30	52	41	50	39	42	48	43	44	38	26	39	49	40	43	40
No	54	53	54	44	54	58	68	47	56	47	58	55	50	55	53	58	74	58	49	58	57	57
DK/NA	1	2	1	1	2	2	1	*	2	2	1	2	1	2	2	-	-	2	1	2	-	4

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME					YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Home maker	Unempl oyed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Un-skil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Yes	44	42	52	43	43	35	43	43	42	51	42	44	62	41	44	43	41	40	55	45	41	34
No	54	56	46	55	57	60	55	57	54	45	56	54	38	55	54	55	55	58	45	52	57	63
DK/NA	1	1	2	2	-	1	1	-	2	1	2	3	-	2	1	1	4	1	-	2	1	1

		REGION				SUB-REGIONS							COMMUNITY SIZE					FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Quebec	Ontario	Western Can.	Toronto	Montreal	Vancouver	Man.	Sask	Alberta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Reform	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Yes	44	59	47	32	51	26	47	70	55	48	42	57	42	42	39	52	44	40	48	38	50	57
No	54	38	51	66	44	71	52	26	43	49	48	41	55	56	59	44	53	57	48	62	44	43
DK/NA	1	3	1	1	2	-	-	-	3	3	5	-	2	-	1	4	2	2	-	-	4	-

155.C Is there another brand of cigarette you usually smoke when you can't get your usual brand?

Subsample: Smokers

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Yes	44	39	43	55	43	47	44	47
No	54	60	56	45	56	52	56	51
DK/NA	1	*	*	*	*	*	*	1

156.C What is your second preferred cigarette brand that you smoke when you can't get your regular brand?

Subsample: Smokers who have a second brand of cigarettes

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	252	122	130	90	86	52	24	84	124	122	129	174	73	116	80	7	3	120	130	42	16	25
WEIGHTED SAMPLE	230	111	119	85	78	48	19	77	111	113	117	154	72	108	68	8	4	113	115	40	17	22
Benson & Hedges(Reg)	2	3	1	2	3	-	-	2	1	1	2	1	4	3	-	-	-	2	2	5	-	10
Benson & Hedges Deluxe Ultra Light	3	1	6	4	1	4	5	5	-	-	6	4	2	-	5	25	-	2	4	4	4	5
Benson & Hedges Deluxe Ultra Light Menthol	1	1	2	2	1	-	-	4	-	-	3	1	2	1	-	-	-	1	2	-	-	-
Craven "A" (Regular)	1	-	1	1	-	1	-	-	1	1	1	*	1	1	1	-	-	-	1	2	-	3
Craven Menthol	1	-	2	1	-	-	7	1	-	2	-	2	-	-	2	-	-	2	*	-	-	-
DuMaurier (Regular)	14	15	13	14	14	20	-	15	16	13	15	10	22	18	6	10	-	15	13	6	5	7
DuMaurier Light	10	4	15	10	10	7	10	7	12	11	9	10	9	8	13	10	-	6	12	10	7	13
DuMaurier Extra Light	4	3	5	4	3	5	3	-	6	5	3	6	-	4	5	17	-	5	3	2	-	3
DuMaurier Ultra Light	2	1	2	3	1	2	-	3	1	2	2	3	-	2	-	-	-	1	3	2	5	-
Export "A" (Regular)	7	14	1	7	8	4	15	4	9	8	7	7	8	9	10	-	-	9	6	7	9	6
Export "A" Light	5	8	3	7	5	2	7	5	7	6	5	7	2	3	3	-	-	6	5	8	19	-
Export "A" Medium	2	2	3	3	3	2	-	3	2	2	3	1	6	4	1	-	-	1	3	3	7	-
Matinee Extra Mild	2	1	3	2	-	-	11	2	1	2	1	2	-	3	1	17	-	3	1	-	-	-
Player's (Regular)	6	6	5	7	3	7	3	7	7	5	6	5	6	5	4	-	-	6	5	1	-	3
Player's Extra Light	5	6	4	4	7	4	4	4	7	7	3	5	5	4	8	9	-	8	2	12	9	14
Player's Light	12	8	15	8	18	11	8	11	8	13	11	13	8	11	15	-	33	11	12	5	7	4
Rothman's (Regular)	6	6	6	3	8	6	11	7	5	6	6	3	9	8	6	12	-	4	8	7	3	10
Rothman's Special Mild	2	2	2	1	2	3	3	1	2	1	2	3	-	1	5	-	-	3	1	2	-	4
Regular	1	1	1	2	-	-	-	1	1	1	-	*	1	1	1	-	-	-	1	-	-	-
Light	4	7	2	5	3	7	-	8	3	3	6	5	4	4	5	-	-	5	4	7	17	-
Extra light	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ultra light	*	-	1	1	-	-	-	-	1	1	-	*	-	-	1	-	-	1	-	-	-	-
Mild (general)	2	2	3	1	5	3	-	2	3	4	1	3	1	4	2	-	-	3	2	4	5	3
Other	6	7	6	5	5	10	6	4	4	4	9	5	9	5	5	-	33	5	7	13	7	15
DK/NA	2	3	2	3	1	1	8	3	2	3	2	2	2	1	2	-	33	3	2	-	-	-

156.C What is your second preferred cigarette brand that you smoke when you can't get your regular brand?

Subsample: Smokers who have a second brand of cigarettes

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Home maker	Unempl oyed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Un- skil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	252	103	46	25	30	27	80	24	23	44	53	28	51	42	30	47	40	38	17	145	89	27
WEIGHTED SAMPLE	230	98	47	21	24	22	75	22	21	39	50	29	44	35	26	45	39	38	14	129	86	25
Benson & Hedges(Reg)	2	3	-	-	-	-	2	5	-	-	4	-	-	3	-	2	5	-	-	1	2	5
Benson & Hedges Deluxe Ultra Light	3	2	6	-	3	4	6	5	-	4	-	9	8	-	3	1	2	3	-	3	4	8
Benson & Hedges Deluxe Ultra Light Menthol	1	3	-	-	-	-	3	-	15	-	-	-	-	-	4	-	5	-	-	-	4	-
Craven "A" (Regular)	1	1	1	-	-	-	2	3	3	-	-	-	-	-	-	1	-	2	-	-	1	3
Craven Menthol	1	-	-	-	3	6	-	-	-	2	-	-	-	5	2	-	-	-	-	1	1	-
DuMaurier (Regular)	14	14	14	20	10	5	12	8	15	18	9	13	11	12	26	17	10	10	36	11	16	6
DuMaurier Light	10	9	16	5	11	9	18	7	4	18	10	11	13	7	6	9	16	6	3	10	10	12
DuMaurier Extra Light	4	4	8	4	-	3	6	7	3	4	7	3	2	2	-	6	-	13	-	3	5	2
DuMaurier Ultra Light	2	2	2	3	-	-	1	-	-	5	2	-	2	2	3	2	-	2	-	1	3	-
Export "A" (Regular)	7	9	7	3	9	10	2	14	7	2	16	4	3	8	5	9	14	4	6	12	1	2
Export "A" Light	5	6	8	4	-	2	3	-	5	4	8	12	-	9	-	8	3	11	6	4	8	1
Export "A" Medium	2	3	-	3	-	6	2	-	-	2	4	-	1	4	-	7	-	2	-	3	1	-
Matinee Extra Mild	2	1	-	-	-	7	1	-	4	-	1	-	4	-	6	-	2	-	-	2	1	-
Player's (Regular)	6	2	7	8	10	6	6	11	-	-	4	13	11	7	-	4	3	6	16	4	6	10
Player's Extra Light	5	8	6	-	-	4	5	7	10	9	4	5	3	2	3	6	4	11	6	4	6	5
Player's Light	12	12	5	27	8	7	15	9	10	13	11	5	15	11	21	4	16	4	5	16	7	16
Rothman's (Regular)	6	5	5	5	11	9	3	-	3	10	4	5	12	2	7	7	3	4	15	7	3	5
Rothman's Special Mild	2	4	-	-	-	3	-	4	13	-	-	-	-	2	-	3	6	-	-	2	2	-
Regular	1	-	-	-	4	-	1	-	-	-	-	3	2	2	-	-	-	-	-	1	-	-
Light	4	4	8	4	9	-	2	5	5	5	7	5	6	2	7	1	-	13	-	4	7	5
Extra light	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ultra light	*	-	-	-	3	-	1	3	-	-	-	-	-	-	2	-	-	-	-	-	1	2
Mild (general)	2	3	-	-	5	4	2	7	-	2	4	-	1	2	2	5	4	-	-	3	3	3
Other	6	5	4	14	11	6	5	3	-	3	1	10	6	15	-	7	6	3	9	6	7	15
DK/NA	2	1	3	-	4	10	3	-	3	-	5	-	-	6	2	-	-	6	-	3	2	-

156.C What is your second preferred cigarette brand that you smoke when you can't get your regular brand?

Subsample: Smokers who have a second brand of cigarettes

		REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	252	47	73	48	84	11	34	16	22	18	16	28	179	61	55	64	72	67	20	32	23	34
WEIGHTED SAMPLE	230	30	72	62	66	16	38	15	13	10	14	29	158	69	47	46	68	63	17	27	22	35
Benson & Hedges(Reg)	2	-	4	-	2	-	3	-	-	-	-	3	1	2	4	2	-	-	-	-	5	3
Benson & Hedges Deluxe Ultra Light	3	2	2	3	5	-	3	12	5	-	6	7	4	4	9	-	-	6	7	2	4	-
Benson & Hedges Deluxe Ultra Light Menthol	1	-	2	3	-	-	3	-	-	-	-	-	1	2	4	-	-	-	-	-	9	-
Craven "A" (Regular)	1	-	1	-	1	-	-	-	5	-	-	-	*	-	1	1	-	1	-	-	-	2
Craven Menthol	1	-	-	-	4	-	-	-	5	5	-	4	2	-	1	1	2	1	-	2	-	-
DuMaurier (Regular)	14	5	21	8	17	9	18	19	5	16	18	22	11	16	5	13	19	11	21	11	16	24
DuMaurier Light	10	11	9	5	14	-	9	12	13	6	25	11	10	8	13	10	9	13	4	7	14	7
DuMaurier Extra Light	4	5	-	9	4	9	-	-	9	11	-	-	6	2	7	4	4	5	3	6	-	-
DuMaurier Ultra Light	2	5	-	1	3	-	-	-	-	-	6	3	3	-	5	2	1	3	-	-	3	-
Export "A" (Regular)	7	12	8	10	2	9	6	-	5	6	-	-	7	5	10	4	10	8	12	16	4	6
Export "A" Light	5	10	2	7	5	-	-	19	-	5	-	10	7	4	6	4	7	9	4	-	-	-
Export "A" Medium	2	1	6	1	-	-	6	-	-	-	-	-	1	3	-	7	-	2	-	-	-	8
Matinee Extra Mild	2	3	-	4	1	-	-	-	5	-	-	-	2	-	1	2	3	1	8	-	7	-
Player's (Regular)	6	11	6	4	4	9	6	-	4	-	6	4	5	5	2	10	5	4	7	9	3	2
Player's Extra Light	5	5	5	7	3	9	9	6	9	-	-	3	5	8	-	1	7	4	9	15	-	-
Player's Light	12	13	8	17	10	9	12	6	14	6	25	3	13	10	14	14	11	8	18	12	7	15
Rothman's (Regular)	6	-	11	-	9	-	15	6	5	11	6	11	4	10	1	4	7	7	-	2	8	9
Rothman's Special Mild	2	-	-	2	4	9	-	6	5	-	-	8	3	3	-	-	3	2	-	-	10	-
Regular	1	2	1	-	-	-	-	-	-	-	-	-	*	-	3	-	-	-	-	-	-	3
Light	4	4	4	8	2	18	6	-	9	-	-	-	5	7	5	5	1	8	4	3	-	6
Extra light	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ultra light	*	2	-	-	-	-	-	-	-	-	-	-	*	-	-	-	1	1	-	-	-	-
Mild (general)	2	9	1	3	1	-	-	-	-	6	-	-	3	-	3	5	3	5	4	-	-	2
Other	6	-	9	2	10	9	6	12	5	28	-	10	5	8	3	8	5	2	-	15	7	10
DK/NA	2	-	2	5	1	9	-	-	-	-	6	-	2	2	2	3	2	-	-	-	4	2

156.C What is your second preferred cigarette brand that you smoke when you can't get your regular brand?

Subsample: Smokers who have a second brand of cigarettes

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	252	71	104	77	148	100	197	46
WEIGHTED SAMPLE	230	61	94	75	132	93	177	44
Benson & Hedges(Reg)	2	3	1	2	-	3	2	2
Benson & Hedges Deluxe Ultra Light	3	4	2	4	5	1	4	1
Benson & Hedges Deluxe Ultra Light Menthol	1	2	2	-	2	-	1	5
Craven "A" (Regular)	1	1	-	1	-	1	*	1
Craven Menthol	1	-	1	2	*	2	1	-
DuMaurier (Regular)	14	18	11	15	8	23	12	21
DuMaurier Light	10	9	14	5	15	2	10	8
DuMaurier Extra Light	4	4	5	3	7	-	4	3
DuMaurier Ultra Light	2	1	2	2	3	1	2	2
Export "A" (Regular)	7	-	10	11	4	13	9	1
Export "A" Light	5	9	5	3	7	4	6	6
Export "A" Medium	2	1	1	6	1	4	2	2
Matinee Extra Mild	2	1	1	3	2	-	2	-
Player's (Regular)	6	5	6	5	2	11	5	8
Player's Extra Light	5	10	4	2	8	1	5	3
Player's Light	12	9	14	11	13	11	14	5
Rothman's (Regular)	6	3	7	7	2	11	4	7
Rothman's Special Mild	2	-	2	4	3	-	2	2
Regular	1	1	1	-	-	2	*	2
Light	4	5	5	4	4	4	3	9
Extra light	-	-	-	-	-	-	-	-
Ultra light	*	1	-	-	*	-	*	-
Mild (general)	2	4	2	2	4	-	3	-
Other	6	6	4	9	6	5	7	4
DK/NA	2	3	2	2	3	1	2	5

157.C Is your current preferred cigarette brand the first brand you ever smoked?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Yes	26	29	23	32	27	27	7	29	27	24	27	26	26	30	18	29	32	23	29	20	17	23
No	71	68	74	66	69	71	90	69	69	72	70	71	71	67	79	67	68	74	68	78	83	74
DK/NA	3	3	2	2	4	3	2	2	3	3	2	2	4	3	2	4	-	3	2	2	-	4

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME					YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Yes	26	30	23	21	27	11	24	32	26	22	29	34	21	25	31	32	31	18	34	27	23	19
No	71	67	76	76	71	83	74	65	69	76	70	65	78	73	65	65	64	79	63	70	75	76
DK/NA	3	3	1	3	2	4	2	3	5	2	2	2	1	2	3	2	5	2	2	3	3	5

		REGION						SUB-REGIONS						COMMUNITY SIZE					FED. POLITICAL PREFERENCE			
	TOTAL	Atl. Prov	Quebec	Ontario	Western Can.	Toronto	Montreal	Vancouver	Man.	Sask	Alberta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Reform	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Yes	26	28	27	28	22	40	25	30	35	8	18	23	26	31	18	23	28	23	16	24	20	29
No	71	70	70	71	74	60	73	65	60	89	72	75	72	67	80	73	68	75	84	75	71	69
DK/NA	3	2	3	1	4	-	3	4	5	3	8	2	2	2	2	4	3	2	-	1	7	2

157.C Is your current preferred cigarette brand the first brand you ever smoked?

Subsample: Smokers

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Yes	26	25	28	27	24	31	28	20
No	71	74	71	73	75	68	71	80
DK/NA	3	1	1	-	1	1	1	-

158.C What are your reasons for choosing your preferred brand of cigarettes?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Taste/flavour	41	41	40	46	42	37	32	50	37	35	44	41	39	36	42	20	41	38	43	48	58	41
Low degree of throat irritation (less "harshness")/mild/ smooth	17	16	17	18	11	15	31	15	17	17	17	18	13	17	14	30	18	16	18	15	18	14
Relative and/or friend smokes it	16	13	19	26	14	8	12	16	16	18	15	16	18	18	14	13	14	12	20	17	13	21
Strength/satisfies nicotine craving	15	15	15	12	16	14	17	14	17	14	15	13	18	17	9	15	-	14	15	13	14	10
Acceptable tar, nicotine & carbon monoxide levels	10	10	10	9	11	14	3	14	10	9	11	12	6	6	11	16	9	12	7	16	20	14
Popular brand	6	5	6	6	7	3	7	5	6	6	6	5	7	6	6	-	4	5	6	3	-	5
Health reasons	5	4	5	2	2	5	19	2	3	4	5	5	3	6	3	19	-	6	3	4	4	4
Habit/addicted/no reason/preference	4	5	3	4	2	9	1	3	5	4	4	5	2	2	7	-	13	5	3	1	1	1
Trying to quit	3	3	4	2	4	5	2	2	4	4	3	4	2	4	3	7	9	4	2	6	8	4
Light/lighter	2	1	3	3	2	2	1	3	2	2	2	2	1	2	2	9	9	2	3	1	-	2
Smell/aroma	2	1	3	3	3	1	-	3	2	1	3	2	1	1	2	-	-	1	3	2	2	3
Attractive packaging	2	2	2	2	1	2	2	2	1	2	2	1	3	2	1	-	-	2	2	1	-	-
Advertising/ promotion/ sponsoring	1	1	1	3	-	1	-	1	1	1	1	*	3	2	-	-	-	*	2	2	-	4
Cost	1	1	1	-	2	*	1	*	1	1	1	-	3	2	-	-	-	1	1	1	-	1
Other	3	4	3	6	1	2	3	6	2	2	4	4	2	2	3	-	-	2	4	5	7	3
DK/NA	8	11	6	7	7	11	10	8	7	8	8	9	7	7	11	11	9	11	5	6	4	8

158.C What are your reasons for choosing your preferred brand of cigarettes?

Subsample: Smokers

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Home maker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Un-skil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Taste/flavour	41	44	54	21	34	33	44	49	48	33	48	46	36	30	35	46	46	46	45	36	46	44
Low degree of throat irritation (less "harshness")/mild/ smooth	17	16	13	21	9	27	18	10	18	15	16	11	22	21	7	15	16	17	19	18	15	12
Relative and/or friend smokes it	16	15	14	25	22	8	16	12	16	19	16	16	12	22	20	15	17	13	11	18	14	10
Strength/satisfies nicotine craving	15	15	12	19	17	17	11	11	9	18	18	13	21	14	15	9	20	11	19	16	12	10
Acceptable tar, nicotine & carbon monoxide levels	10	11	18	7	2	5	13	16	18	6	11	10	8	7	6	7	17	10	5	7	15	16
Popular brand	6	5	5	5	11	5	6	8	7	7	3	3	2	7	7	9	2	5	6	7	5	6
Health reasons	5	4	1	4	5	16	3	9	1	3	4	-	2	5	6	3	5	8	6	6	3	3
Habit/addicted/no reason/preference	4	4	4	5	4	1	3	9	7	6	3	-	3	2	4	4	3	6	-	4	5	6
Trying to quit	3	4	1	3	5	1	3	6	-	2	3	5	5	4	1	3	2	4	3	3	3	3
Light/lighter	2	2	5	1	-	-	4	-	6	5	1	2	3	2	4	3	3	-	-	3	2	-
Smell/aroma	2	3	3	-	-	-	4	3	4	3	2	1	1	-	1	2	5	2	-	2	2	1
Attractive packaging	2	3	1	-	-	2	2	-	2	3	-	3	3	1	3	1	2	2	4	2	1	2
Advertising/ promotion/ sponsoring	1	1	2	2	-	-	1	1	3	1	1	-	-	3	-	2	1	1	-	*	2	2
Cost	1	1	-	-	1	1	1	1	1	1	-	3	2	1	1	2	-	-	6	1	1	2
Other	3	1	7	2	9	1	3	2	2	3	6	3	8	2	5	3	1	3	-	3	4	2
DK/NA	8	8	7	7	7	12	6	6	7	7	8	8	6	13	12	5	9	6	8	9	7	8

158.C What are your reasons for choosing your preferred brand of cigarettes?

Subsample: Smokers

		REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Taste/flavour	41	54	40	39	39	40	48	35	45	24	48	36	41	43	42	37	39	34	38	47	31	55
Low degree of throat irritation (less "harshness")/mild/ smooth	17	14	12	22	15	26	8	4	15	16	21	11	19	14	15	24	16	13	8	25	22	13
Relative and/or friend smokes it	16	17	19	16	12	21	18	26	17	5	10	13	15	20	14	14	14	19	7	16	12	16
Strength/satisfies nicotine craving	15	8	19	13	15	12	18	17	10	16	5	23	13	16	8	21	15	15	21	8	13	22
Acceptable tar, nicotine & carbon monoxide levels	10	6	5	17	7	7	7	13	8	11	-	9	12	8	13	11	9	12	6	15	9	8
Popular brand	6	-	7	4	9	10	5	4	15	6	8	8	5	7	5	8	4	5	5	3	8	4
Health reasons	5	-	2	9	3	10	4	4	5	3	3	2	6	6	2	4	6	4	7	9	8	-
Habit/addicted/no reason/preference	4	2	2	6	4	5	-	4	7	8	-	4	5	2	5	8	2	2	10	6	8	1
Trying to quit	3	2	1	6	2	5	-	-	5	-	-	2	4	2	2	7	4	7	6	-	-	1
Light/lighter	2	3	1	3	2	2	-	-	-	5	5	-	3	1	5	2	2	1	4	1	7	2
Smell/aroma	2	-	1	3	2	-	-	-	5	-	5	-	2	-	3	6	1	1	2	3	6	1
Attractive packaging	2	1	3	1	2	-	3	-	3	3	-	2	1	1	1	4	1	2	-	1	6	3
Advertising/ promotion/ sponsoring	1	-	3	-	1	-	1	-	2	-	-	2	*	1	2	1	1	1	-	-	3	2
Cost	1	-	3	-	-	-	-	-	-	-	-	-	-	-	-	4	1	1	-	-	-	6
Other	3	6	2	2	5	5	1	9	3	3	5	6	4	4	3	1	5	5	4	5	2	1
DK/NA	8	11	7	7	11	2	10	9	5	16	18	8	9	7	4	7	14	10	11	7	6	2

158.C What are your reasons for choosing your preferred brand of cigarettes?

Subsample: Smokers

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Regular	Slide/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Taste/flavour	41	39	44	40	36	49	42	34
Low degree of throat irritation (less "harshness")/mild/ smooth	17	17	18	17	24	7	17	17
Relative and/or friend smokes it	16	20	16	12	15	19	17	14
Strength/satisfies nicotine craving	15	10	13	23	13	18	15	14
Acceptable tar, nicotine & carbon monoxide levels	10	6	14	8	14	5	9	18
Popular brand	6	6	8	4	5	7	5	9
Health reasons	5	3	6	5	7	-	5	2
Habit/addicted/no reason/preference	4	4	3	6	3	7	4	3
Trying to quit	3	5	2	4	5	-	4	1
Light/lighter	2	4	2	1	4	-	2	2
Smell/aroma	2	2	3	1	2	2	2	4
Attractive packaging	2	3	2	1	2	2	2	3
Advertising/ promotion/ sponsoring	1	2	1	-	1	1	1	3
Cost	1	1	-	2	1	1	1	2
Other	3	3	4	2	2	5	2	9
DK/NA	8	7	7	6	7	5	7	6

159.C When you first started smoking, did you usually smoke "light" or "mild" or regular cigarettes?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER	
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Regular cigarette	68	69	66	55	66	79	79	61	68	63	72	64	77	69	71	87	60	70	64	64	79	54
"Light" or "mild" type of cigarette	26	24	29	41	29	12	12	35	26	30	23	29	19	26	23	9	32	24	29	32	21	39
No usual type	4	4	4	2	3	6	6	3	3	4	3	4	2	3	4	-	9	3	5	2	-	4
DK/NA	2	4	1	1	3	4	2	1	3	3	2	3	2	3	2	4	-	2	2	2	-	4

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Home maker	Unempl oyed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Un-skil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Regular cigarette	68	70	61	60	70	78	65	67	67	70	70	62	74	61	60	78	65	68	83	70	63	69
"Light" or "mild" type of cigarette	26	26	36	29	23	10	31	31	28	26	27	33	19	28	33	18	31	29	10	23	33	28
No usual type	4	1	2	10	7	6	4	2	1	2	1	2	5	8	4	2	-	2	5	5	2	2
DK/NA	2	3	1	2	-	4	1	-	4	1	2	3	2	3	2	2	4	1	2	2	2	1

		REGION						SUB-REGIONS						COMMUNITY SIZE					FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Quebec	Ontario	Western Can.	Toronto	Montreal	Vancouver	Man.	Sask	Alberta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Reform	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Regular cigarette	68	62	75	67	62	74	73	57	68	62	56	63	64	71	75	62	62	66	69	66	59	83
"Light" or "mild" type of cigarette	26	32	21	27	29	19	23	39	30	30	24	31	29	24	22	26	32	29	29	25	32	17
No usual type	4	3	2	5	4	7	1	-	-	3	8	4	4	3	1	10	3	3	2	7	2	-
DK/NA	2	3	2	*	5	-	3	4	3	5	10	2	2	2	2	2	3	3	-	2	6	-

159.C When you first started smoking, did you usually smoke "light" or "mild" or regular cigarettes?

Subsample: Smokers

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Regular	Slide/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Regular cigarette	68	59	68	81	61	83	68	69
"Light" or "mild" type of cigarette	26	37	29	13	35	15	27	28
No usual type	4	4	1	6	4	2	4	3
DK/NA	2	-	1	-	*	1	1	-

160.C Do you consider your current preferred cigarette brand to be a ...

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER	
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
"Light" or "mild" type of cigarette	59	53	64	58	58	58	65	54	58	60	58	68	37	55	64	81	58	62	54	63	58	64
Regular cigarette	38	42	34	39	38	39	28	43	38	36	39	28	61	41	34	8	33	34	42	34	42	31
No usual type	2	2	1	1	2	*	3	2	1	1	2	2	*	2	*	7	9	1	2	1	-	2
DK/NA	2	3	1	1	2	3	2	1	2	2	2	2	2	2	1	4	-	2	2	2	-	4

		EMPLOYMENT STATUS						OCCUPATION							HOUSEHOLD INCOME					YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Home maker	Unempl oyed	Retired	Working	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
"Light" or "mild" type of cigarette	59	59	63	56	48	62	68	57	61	64	58	56	44	65	59	54	66	61	39	58	63	60
Regular cigarette	38	38	35	39	48	30	31	43	34	34	38	42	54	29	35	44	30	38	56	38	34	36
No usual type	2	1	-	3	4	2	-	-	1	1	2	-	2	3	2	1	-	*	3	2	1	2
DK/NA	2	2	1	2	-	4	1	-	4	1	2	2	-	3	2	2	4	1	2	2	1	1

		REGION						SUB-REGIONS						COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	Western Can.	Toronto	Montreal	Vancouver	Man.	Sask	Alberta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Reform	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
"Light" or "mild" type of cigarette	59	62	37	73	62	71	36	70	52	62	71	61	68	53	65	63	57	65	68	60	64	37
Regular cigarette	38	31	61	24	32	26	63	26	43	35	18	35	28	45	33	32	37	32	32	37	25	62
No usual type	2	3	*	2	1	2	-	-	3	-	-	2	2	1	-	2	3	1	-	3	6	1
DK/NA	2	4	2	*	4	-	1	4	3	3	8	2	2	1	2	2	2	2	-	1	4	-

160.C Do you consider your current preferred cigarette brand to be a ...

Subsample: Smokers

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Regular	Slide/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
"Light" or "mild" type of cigarette	59	67	64	45	100	-	58	69
Regular cigarette	38	32	35	51	-	100	40	29
No usual type	2	1	*	4	-	-	2	2
DK/NA	2	*	-	-	-	-	-	1

161.C How long ago did you most recently switch from smoking regular to "light" or "mild" cigarettes? Was it...

Subsample: Light or mild cigarettes smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	309	135	174	93	100	70	46	82	160	138	170	248	54	133	106	14	7	172	134	58	19	36
WEIGHTED SAMPLE	308	134	174	91	102	74	42	80	160	137	171	245	55	138	100	18	9	178	128	62	23	36
Less than 1 year ago	4	5	4	8	4	2	1	8	4	2	7	5	2	2	5	-	-	5	3	-	-	-
1 to 5 years	23	24	22	32	21	16	19	33	21	24	22	23	22	24	20	27	15	15	34	22	22	25
More than 5 years ago	42	42	42	18	37	64	69	17	47	40	44	41	44	44	49	68	45	51	30	44	58	32
Have you always smoked light or mild cigarettes	27	28	26	40	32	14	9	38	23	30	24	27	30	28	20	5	39	26	29	31	17	40
DK/NA	4	1	6	3	5	4	1	4	5	4	3	4	2	2	5	-	-	4	3	3	4	3

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	309	137	54	28	29	40	114	30	30	51	67	36	36	58	39	58	59	51	10	175	123	42
WEIGHTED SAMPLE	308	138	57	28	27	38	118	29	31	49	70	37	31	55	35	57	63	58	10	166	132	45
Less than 1 year ago	4	3	8	-	2	2	5	-	-	6	4	11	3	4	3	2	4	11	-	4	6	-
1 to 5 years	23	22	25	26	24	13	21	12	23	25	24	31	31	28	19	24	17	25	30	25	19	11
More than 5 years ago	42	42	34	45	35	73	41	47	45	41	39	21	40	43	35	48	48	31	51	45	38	53
Have you always smoked light or mild cigarettes	27	30	26	29	34	10	26	38	32	21	29	31	23	23	42	24	26	26	19	24	31	32
DK/NA	4	4	6	-	6	1	7	4	-	8	3	6	3	2	2	2	5	7	-	2	6	4

161.C How long ago did you most recently switch from smoking regular to "light" or "mild" cigarettes? Was it...

Subsample: Light or mild cigarettes smokers

		REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	309	49	55	103	102	30	26	16	21	23	27	31	254	72	76	72	89	96	28	40	29	23
WEIGHTED SAMPLE	308	32	56	141	80	42	29	15	13	13	23	31	253	87	77	56	89	103	24	41	28	22
Less than 1 year ago	4	-	2	7	4	3	-	12	10	-	-	6	5	4	5	3	6	7	-	9	-	-
1 to 5 years	23	24	24	23	23	37	23	19	19	13	30	23	23	29	21	22	19	18	19	25	16	25
More than 5 years ago	42	40	39	43	44	50	35	37	24	52	52	43	43	43	49	34	41	45	42	38	60	46
Have you always smoked light or mild cigarettes	27	29	34	24	27	7	38	31	47	31	11	28	25	22	22	34	32	30	29	26	19	29
DK/NA	4	8	2	4	3	3	4	-	-	5	7	-	4	3	3	6	3	1	10	2	5	-

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	309	101	143	61	309	-	237	61
WEIGHTED SAMPLE	308	104	140	62	308	-	234	65
Less than 1 year ago	4	5	5	1	4	-	4	5
1 to 5 years	23	24	23	21	23	-	21	28
More than 5 years ago	42	31	43	58	42	-	41	46
Have you always smoked light or mild cigarettes	27	35	27	13	27	-	30	18
DK/NA	4	4	1	7	4	-	4	2

162.C Why did you switch from regular to "light" or "mild" cigarettes?

Subsample: Smokers who have switched from regular to light or mild cigarettes

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER	
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	208	93	115	51	62	54	41	46	111	88	120	166	36	92	79	13	4	121	85	37	15	20
WEIGHTED SAMPLE	215	96	119	52	64	61	37	47	115	90	125	170	37	96	75	17	6	126	87	41	18	20
Less harsh/smoother	42	42	42	38	47	41	40	34	45	44	40	43	38	41	42	21	75	46	37	31	27	38
Health reasons	39	38	40	38	32	43	48	45	34	34	43	38	48	40	35	53	25	38	43	37	30	42
Step to quit smoking	18	22	15	22	23	14	11	19	20	19	18	21	8	18	18	8	25	19	16	24	21	30
Taste/flavour	9	9	8	7	9	7	12	7	9	12	6	6	14	13	7	12	-	9	7	10	21	-
Less tar/nicotine/ lighter	3	1	6	2	3	1	11	1	3	2	4	4	2	2	8	-	-	1	7	-	-	-
Sore throat/cough	3	4	2	5	1	2	3	6	1	3	2	1	11	6	1	-	-	2	5	3	6	-
Popular brand	1	-	2	-	1	1	-	-	2	1	1	1	2	2	-	-	-	1	1	-	-	-
Attractive packaging	*	-	1	-	2	-	-	-	-	1	-	1	-	-	-	-	-	1	-	2	-	-
Smell/aroma	*	-	1	-	1	-	-	2	-	-	1	1	-	1	-	5	-	1	-	-	-	-
Other	4	2	6	5	6	-	6	3	5	2	5	5	3	1	5	-	-	4	3	5	5	6
DK/NA	6	6	6	6	3	10	5	9	6	5	7	7	3	5	8	9	-	6	7	12	17	9

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Unskil Work		Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	208	87	37	19	16	35	74	18	18	35	44	22	25	41	23	42	38	34	8	127	72	24	
WEIGHTED SAMPLE	215	92	39	20	16	33	79	17	21	35	47	23	23	41	20	42	44	39	8	123	83	28	
Less harsh/smoother	42	47	31	48	49	40	47	45	58	38	52	24	21	47	48	39	46	44	69	41	39	25	
Health reasons	39	35	41	48	44	43	35	41	41	22	45	36	61	29	27	37	39	46	14	38	45	50	
Step to quit smoking	18	21	15	7	31	9	16	25	13	20	18	26	19	14	13	24	17	20	-	19	19	11	
Taste/flavour	9	7	14	4	11	11	8	9	9	14	7	6	-	7	7	19	5	10	28	7	9	10	
Less tar/nicotine/ lighter	3	2	3	-	-	11	4	-	-	5	-	5	3	1	11	6	3	-	-	4	3	3	
Sore throat/cough	3	3	2	3	6	3	1	-	4	6	2	-	6	4	4	5	-	-	-	5	-	-	
Popular brand	1	1	-	-	-	-	1	5	-	-	-	-	-	2	-	-	-	2	-	1	-	-	
Attractive packaging	*	1	-	-	-	-	1	-	-	-	-	-	-	2	-	-	-	-	-	1	-	-	
Smell/aroma	*	1	-	-	-	-	1	6	-	-	-	-	-	-	-	-	2	-	-	-	1	3	
Other	4	1	12	4	-	3	6	-	-	10	-	9	6	4	4	4	4	4	7	5	2	4	
DK/NA	6	7	9	-	-	6	9	16	4	9	5	6	10	5	11	4	6	5	-	6	7	13	

162.C Why did you switch from regular to "light" or "mild" cigarettes?

Subsample: Smokers who have switched from regular to light or mild cigarettes

		REGION							SUB-REGIONS					COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	208	30	35	73	70	27	15	11	11	15	22	22	173	53	54	42	59	65	17	28	20	16
WEIGHTED SAMPLE	215	20	36	102	56	38	17	10	7	8	19	22	179	65	58	33	58	72	15	30	21	16
Less harsh/smoother	42	49	35	45	37	59	13	36	45	26	36	40	43	44	32	47	46	35	15	61	53	49
Health reasons	39	19	48	43	35	41	67	18	45	47	31	30	38	44	44	35	32	38	40	47	46	37
Step to quit smoking	18	20	6	24	14	19	-	18	18	13	14	13	21	14	15	26	22	27	34	5	4	4
Taste/flavour	9	14	14	5	9	-	20	9	9	13	14	4	7	7	11	-	13	5	32	7	4	14
Less tar/nicotine/ lighter	3	3	2	2	7	-	-	9	-	7	14	4	4	1	8	4	1	-	4	10	4	4
Sore throat/cough	3	3	11	-	3	-	7	9	-	6	-	4	1	3	3	7	-	2	4	-	4	19
Popular brand	1	-	2	1	-	-	-	-	-	-	-	-	1	-	2	3	-	1	-	-	-	6
Attractive packaging	*	-	-	-	2	-	-	-	-	-	-	4	1	-	-	3	-	-	-	-	5	-
Smell/aroma	*	-	-	-	2	-	-	9	-	-	-	4	1	1	-	-	-	1	-	-	-	-
Other	4	4	3	2	8	-	7	-	-	13	14	4	4	2	5	6	6	5	12	-	-	7
DK/NA	6	6	3	5	10	4	7	9	-	14	18	4	7	5	8	5	6	4	-	6	13	-

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	208	60	98	48	208	-	154	47
WEIGHTED SAMPLE	215	63	101	49	215	-	156	52
Less harsh/smoother	42	29	48	44	42	-	41	50
Health reasons	39	39	42	36	39	-	44	26
Step to quit smoking	18	22	16	19	18	-	19	15
Taste/flavour	9	13	6	9	9	-	9	4
Less tar/nicotine/ lighter	3	9	1	2	3	-	4	3
Sore throat/cough	3	1	3	5	3	-	2	3
Popular brand	1	-	1	2	1	-	1	2
Attractive packaging	*	2	-	-	*	-	-	2
Smell/aroma	*	-	1	-	*	-	-	2
Other	4	3	7	-	4	-	5	4
DK/NA	6	9	4	5	6	-	5	10

163.C Why did you decide to smoke "light" / "mild" cigarettes in the first place?

Subsample: Smokers who have always smoked light or mild cigarettes

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER	
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	101	42	59	42	38	16	5	36	49	50	50	82	18	41	27	1	3	51	49	21	4	16
WEIGHTED SAMPLE	94	39	55	39	38	13	5	33	45	48	46	75	18	42	25	1	4	52	41	21	5	15
Less harsh/smoother	32	29	35	33	29	45	22	32	35	38	27	37	15	26	41	100	69	32	33	24	19	18
Taste/flavour	25	33	19	24	27	20	25	33	20	20	30	23	33	23	18	100	61	19	32	36	-	50
Health reasons	15	8	20	10	24	9	-	12	14	17	13	15	16	10	39	-	-	19	10	9	-	13
Relatives/friends smoked them/to hand	11	8	14	13	7	23	-	12	9	9	14	14	-	16	-	-	-	11	12	16	31	13
Popular brand	8	8	8	15	4	-	-	5	9	6	11	9	4	8	-	-	-	9	7	3	-	4
Lighter/prefer lighter	6	9	4	7	2	9	25	6	7	1	12	5	14	6	5	-	-	3	11	6	-	8
Step to quit smoking	2	4	-	-	4	-	-	-	3	3	-	2	-	3	-	-	-	3	-	7	31	-
Smell/aroma	1	-	2	-	-	7	-	-	2	-	2	1	-	2	-	100	-	2	-	4	-	6
Attractive packaging	1	2	-	-	2	-	-	-	1	1	-	1	-	1	-	-	-	1	-	-	-	-
Other	4	4	5	6	2	-	25	3	5	5	4	4	6	5	9	-	-	5	4	-	-	-
DK/NA	13	14	12	9	12	23	28	12	12	10	15	9	25	16	8	-	-	14	10	14	19	14

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Home maker	Unempl oyed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	101	50	17	9	13	5	40	12	12	16	23	14	11	17	16	16	21	17	2	48	51	18
WEIGHTED SAMPLE	94	46	18	8	11	5	39	12	10	14	23	14	8	14	15	15	19	19	2	43	49	16
Less harsh/smoother	32	26	43	57	23	22	33	17	40	17	38	32	72	27	7	35	31	35	20	31	34	28
Taste/flavour	25	29	21	16	12	25	21	30	39	35	14	13	19	22	34	35	21	21	20	27	23	56
Health reasons	15	15	23	12	17	-	22	24	15	-	10	35	8	10	6	-	22	23	-	8	22	22
Relatives/friends smoked them/to hand	11	13	2	19	23	-	13	25	15	20	6	3	5	22	15	10	9	8	80	8	11	4
Popular brand	8	10	12	-	9	-	9	-	7	13	15	12	-	25	9	-	3	11	-	10	7	-
Lighter/prefer lighter	6	3	-	8	9	25	3	5	-	4	4	-	-	9	17	10	-	3	-	11	3	4
Step to quit smoking	2	3	-	-	-	-	-	-	-	-	-	11	-	-	-	-	8	-	-	3	-	-
Smell/aroma	1	2	-	-	-	-	2	-	-	-	-	-	-	-	-	6	-	-	-	-	2	6
Attractive packaging	1	1	-	-	-	-	-	-	6	-	-	-	-	-	-	-	3	-	-	1	-	-
Other	4	5	-	11	-	25	4	-	-	-	9	-	-	7	-	10	6	3	-	8	1	-
DK/NA	13	11	15	-	17	28	12	9	17	22	4	16	8	12	30	18	3	10	-	12	14	16

163.C Why did you decide to smoke "light" / "mild" cigarettes in the first place?

Subsample: Smokers who have always smoked light or mild cigarettes

		REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	101	19	20	30	32	3	11	5	10	8	5	9	81	19	22	30	30	31	11	12	9	7
WEIGHTED SAMPLE	94	11	20	39	24	4	12	5	6	5	4	9	74	21	19	23	30	32	10	12	7	6
Less harsh/smoother	32	29	19	38	36	67	18	60	40	51	-	44	36	37	34	37	25	26	31	37	20	10
Taste/flavour	25	25	41	17	24	-	36	20	40	12	40	11	20	26	25	28	21	28	18	5	29	24
Health reasons	15	11	15	20	9	-	9	-	-	24	-	12	15	5	20	10	23	9	15	12	-	31
Relatives/friends smoked them/to hand	11	9	-	16	14	-	-	20	10	-	20	22	14	4	3	17	17	15	-	21	33	-
Popular brand	8	19	3	5	11	-	-	-	-	-	40	12	9	-	15	7	10	7	8	20	-	-
Lighter/prefer lighter	6	10	12	6	-	-	9	-	-	-	-	-	5	5	3	12	5	9	12	5	-	10
Step to quit smoking	2	-	-	4	-	-	-	-	-	-	-	-	2	-	-	-	5	-	-	12	-	-
Smell/aroma	1	-	-	2	-	-	-	-	-	-	-	-	1	-	-	4	-	-	-	-	-	-
Attractive packaging	1	-	-	-	2	-	-	-	-	13	-	-	1	-	3	-	-	-	-	-	8	-
Other	4	6	6	6	-	-	9	-	-	-	-	-	4	5	-	7	5	8	-	-	9	-
DK/NA	13	16	23	6	14	33	36	-	20	24	-	12	10	28	3	11	10	10	28	-	8	35

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	101	41	45	13	101	-	83	14
WEIGHTED SAMPLE	94	41	39	13	94	-	78	13
Less harsh/smoother	32	36	34	20	32	-	30	42
Taste/flavour	25	26	25	23	25	-	29	7
Health reasons	15	18	7	28	15	-	16	14
Relatives/friends smoked them/to hand	11	8	16	6	11	-	11	15
Popular brand	8	4	9	18	8	-	8	8
Lighter/prefer lighter	6	6	7	-	6	-	8	-
Step to quit smoking	2	-	4	-	2	-	2	-
Smell/aroma	1	-	2	-	1	-	-	7
Attractive packaging	1	-	1	-	1	-	1	-
Other	4	-	7	12	4	-	5	-
DK/NA	13	20	6	9	13	-	9	29

164.C How long ago did you last switch from "light" / "mild" to regular cigarettes? was it...?

Subsample: Smokers who smoke regular cigarettes

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	201	106	95	64	69	48	20	64	107	85	115	109	87	105	53	2	5	97	103	33	16	17
WEIGHTED SAMPLE	197	105	92	62	67	50	18	63	105	83	114	103	91	105	52	2	5	99	98	34	17	17
Less than 1 year ago	1	-	2	3	-	-	-	1	1	2	1	-	2	1	1	-	-	1	1	2	-	4
1 to 5 years	9	11	6	9	11	5	8	10	10	9	8	11	6	5	17	55	-	7	10	14	21	7
More than 5 years ago	10	6	13	17	8	4	6	14	8	14	6	15	4	8	5	-	-	9	11	3	-	6
Have you always smoked regular cigarettes	76	79	74	67	74	88	83	74	75	68	82	66	87	85	67	45	100	77	75	81	79	83
DK/NA	4	4	5	4	6	4	3	1	6	7	3	8	1	1	10	-	-	6	3	-	-	-

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	201	85	29	21	31	21	55	21	19	26	44	27	43	28	22	43	27	34	17	112	71	26
WEIGHTED SAMPLE	197	89	32	20	27	18	55	22	17	26	46	28	38	25	21	46	28	36	14	110	72	27
Less than 1 year ago	1	1	2	-	-	-	2	3	-	2	-	-	-	-	-	1	-	4	-	1	1	2
1 to 5 years	9	8	17	13	5	-	7	4	8	7	6	20	10	10	6	9	3	12	-	10	9	5
More than 5 years ago	10	5	19	26	7	6	14	3	5	5	15	10	8	23	11	5	14	5	5	10	10	2
Have you always smoked regular cigarettes	76	80	59	59	82	94	73	76	87	85	79	67	79	66	83	84	76	71	95	75	75	85
DK/NA	4	7	3	3	5	-	4	15	-	-	-	3	3	-	-	-	6	9	-	4	6	6

164.C How long ago did you last switch from "light" / "mild" to regular cigarettes? was it...?

Subsample: Smokers who smoke regular cigarettes

		REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	201	25	89	33	54	11	46	6	17	13	7	17	112	63	42	40	56	49	12	28	11	35
WEIGHTED SAMPLE	197	16	94	46	42	16	52	6	10	7	6	18	104	73	38	29	57	51	12	25	11	38
Less than 1 year ago	1	-	2	-	-	-	-	-	-	-	-	-	-	-	-	7	-	1	-	-	-	2
1 to 5 years	9	4	6	13	12	18	4	17	6	-	-	25	11	8	4	12	11	13	-	10	31	3
More than 5 years ago	10	26	4	11	14	-	2	17	12	23	15	12	15	3	12	4	19	14	-	8	-	7
Have you always smoked regular cigarettes	76	62	87	66	69	82	91	67	82	77	57	63	67	87	84	60	65	69	87	78	56	88
DK/NA	4	8	1	10	4	-	2	-	-	-	29	-	7	2	-	17	5	3	13	4	13	-

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	201	56	77	67	-	201	164	28
WEIGHTED SAMPLE	197	50	77	69	-	197	161	27
Less than 1 year ago	1	3	1	-	-	1	-	7
1 to 5 years	9	17	8	1	-	9	8	17
More than 5 years ago	10	6	16	6	-	10	11	7
Have you always smoked regular cigarettes	76	65	71	92	-	76	77	67
DK/NA	4	9	5	1	-	4	5	2

165.C Why did you switch from "light" / "mild" to regular cigarettes?

Subsample: Smokers who switched from light or mild to regular cigarettes

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER	
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	40	18	22	18	14	6	2	15	22	21	19	28	12	17	12	1	-	17	23	7	3	4
WEIGHTED SAMPLE	38	18	20	18	13	4	3	16	20	21	17	27	11	15	12	1	-	16	22	6	4	3
More satisfying smoke	46	43	49	45	55	49	-	47	44	64	25	53	29	35	56	100	-	41	50	20	17	22
Taste/flavour	28	41	16	33	16	29	56	32	25	23	33	27	29	22	17	-	-	33	24	50	59	39
Better draw	12	25	-	21	5	-	-	24	3	13	10	12	10	8	10	-	-	13	11	10	17	-
Popular brand	8	-	15	8	11	-	-	-	15	14	-	11	-	-	12	-	-	9	7	23	41	-
Attractive packaging	3	6	-	6	-	-	-	7	-	-	6	-	10	8	-	-	-	-	5	-	-	-
Smell/aroma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	10	17	5	7	13	22	-	8	14	9	13	11	8	6	8	-	-	13	8	-	-	-
DK/NA	17	8	25	20	4	29	44	22	9	6	30	14	24	34	12	-	-	24	12	17	-	39

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Un-skil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	40	11	11	9	5	1	13	3	2	5	10	6	8	8	4	7	4	9	1	25	14	3
WEIGHTED SAMPLE	38	12	12	7	3	1	12	2	2	4	10	8	7	8	4	7	5	7	1	23	14	3
More satisfying smoke	46	21	46	91	62	-	27	30	-	54	43	26	66	29	39	35	69	45	100	48	40	25
Taste/flavour	28	31	27	17	57	-	11	-	62	33	14	57	9	21	18	40	43	36	-	22	39	54
Better draw	12	-	32	-	19	-	-	-	-	46	6	26	26	-	-	9	43	-	-	3	28	-
Popular brand	8	25	-	-	-	-	23	-	-	-	15	18	-	18	-	-	-	20	-	6	10	-
Attractive packaging	3	-	9	-	-	-	-	-	-	30	-	-	17	-	-	-	-	-	-	-	8	-
Smell/aroma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	10	7	18	-	-	-	8	44	38	-	13	-	-	-	61	12	19	-	-	9	13	-
DK/NA	17	17	17	9	19	100	31	26	-	-	21	25	17	33	-	21	11	7	-	23	8	21

165.C Why did you switch from "light" / "mild" to regular cigarettes?

Subsample: Smokers who switched from light or mild to regular cigarettes

		REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	40	7	12	8	13	2	3	2	3	3	1	6	28	7	7	9	17	15	-	5	3	4
WEIGHTED SAMPLE	38	5	11	11	11	3	3	2	2	2	1	7	27	8	6	7	17	14	-	5	3	4
More satisfying smoke	46	56	29	48	57	-	-	50	67	35	-	67	53	12	62	90	39	54	-	33	63	15
Taste/flavour	28	43	29	32	17	50	33	-	100	-	-	-	27	31	63	10	21	38	-	13	-	26
Better draw	12	26	10	19	-	-	33	-	-	-	-	-	12	14	43	-	4	24	-	24	-	-
Popular brand	8	-	-	26	-	-	-	-	-	-	-	-	11	-	-	-	17	10	-	-	-	-
Attractive packaging	3	-	10	-	-	-	33	-	-	-	-	-	-	14	-	-	-	-	-	24	-	-
Smell/aroma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	10	-	8	-	28	-	-	50	-	-	100	33	11	12	28	-	7	12	-	-	37	-
DK/NA	17	28	24	13	10	50	33	-	-	65	-	-	14	31	-	-	23	8	-	30	-	60

		CIG./DAY Q153			BRND Q160	PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	40	14	19	6	-	40	31	9
WEIGHTED SAMPLE	38	13	19	5	-	38	30	8
More satisfying smoke	46	37	57	39	-	46	41	65
Taste/flavour	28	33	27	26	-	28	36	-
Better draw	12	-	24	-	-	12	15	-
Popular brand	8	11	-	30	-	8	10	-
Attractive packaging	3	-	6	-	-	3	4	-
Smell/aroma	-	-	-	-	-	-	-	-
Other	10	17	5	18	-	10	6	26
DK/NA	17	5	20	13	-	17	19	8

166.C In general, how do cigarette brands differ to you?

Subsample: Smokers

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Taste/flavour	62	61	64	65	60	69	64	60
Strength/different draw	27	24	25	35	28	26	31	16
Harshness	19	18	21	18	27	9	20	19
Tar, nicotine and carbon monoxide levels	15	16	16	12	18	11	14	17
Smoothness	11	8	12	13	13	8	11	14
Smell/aroma	8	11	8	6	10	6	8	7
Packaging	8	8	8	9	7	10	8	10
Filter	7	4	10	8	9	6	7	8
Type of tobacco	5	4	5	6	5	4	5	4
Satisfaction/ enjoyment	5	2	8	3	5	5	5	4
Appearance(colour of filter and length of cigarette)	4	4	5	4	4	5	3	7
Ability to satisfy nicotine craving	4	2	4	5	3	5	4	1
Addictiveness	3	2	4	4	4	3	3	2
Chemicals or additives	3	2	5	2	4	2	3	2
Type of paper	1	2	2	*	2	1	2	1
Number of ventilation holes in filter	1	*	1	2	1	1	1	1
Other	1	-	*	3	*	1	1	-
Can't tell the difference	5	5	4	5	5	4	5	3
DK/NA	8	11	5	2	6	6	5	10

166.C In general, how do cigarette brands differ to you?

Subsample: Smokers

		REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Taste/flavour	62	70	59	64	60	69	60	52	63	65	58	59	63	62	64	60	61	63	67	55	52	76
Strength/different draw	27	20	25	33	22	29	29	35	28	38	13	19	27	29	29	23	25	24	33	43	12	23
Harshness	19	21	1	27	28	40	-	48	25	11	45	26	27	21	19	23	15	21	25	27	12	-
Tar, nicotine and carbon monoxide levels	15	9	13	15	19	7	16	22	18	22	13	21	15	14	15	13	16	11	11	21	12	14
Smoothness	11	4	10	13	12	31	8	17	17	3	13	12	11	18	8	9	7	5	11	13	18	11
Smell/aroma	8	3	6	8	11	5	5	9	15	8	16	8	9	6	11	11	7	8	-	6	11	9
Packaging	8	6	13	6	6	7	15	4	7	11	3	6	6	11	6	12	5	3	7	18	8	15
Filter	7	2	2	11	11	14	-	13	20	11	5	10	10	7	6	8	8	4	9	12	9	4
Type of tobacco	5	4	4	5	5	10	5	9	7	-	3	8	5	7	3	6	3	5	4	3	6	9
Satisfaction/ enjoyment	5	7	3	5	6	10	4	-	12	3	8	2	5	6	4	8	2	4	2	4	10	5
Appearance(colour of filter and length of cigarette)	4	2	6	3	5	5	5	9	10	-	3	6	4	6	6	3	2	2	2	4	13	5
Ability to satisfy nicotine craving	4	1	4	3	5	-	5	-	10	6	5	2	4	3	5	6	3	2	4	4	6	4
Addictiveness	3	3	5	3	2	7	-	-	5	3	3	-	3	3	3	4	4	6	-	-	3	6
Chemicals or additives	3	3	1	4	3	2	3	4	8	-	3	2	4	3	4	5	2	5	-	3	1	4
Type of paper	1	-	*	2	2	5	-	-	5	-	3	-	2	2	-	4	*	1	2	-	-	1
Number of ventilation holes in filter	1	-	1	2	1	-	1	-	3	3	-	-	1	1	*	1	2	1	-	3	-	-
Other	1	-	1	1	-	2	-	-	-	-	-	-	1	1	-	1	2	1	-	2	-	-
Can't tell the difference	5	3	5	3	6	2	5	4	5	5	-	10	4	4	3	5	6	6	2	3	5	2
DK/NA	8	11	6	8	8	2	7	13	8	5	10	8	9	6	11	8	7	8	9	8	8	2

166.C In general, how do cigarette brands differ to you?

Subsample: Smokers

		EMPLOYMENT STATUS					OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Home maker	Unempl oyed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Un- skil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Taste/flavour	62	61	65	54	70	53	62	58	60	58	64	77	73	65	50	56	67	63	73	62	61	51
Strength/different draw	27	28	31	32	18	26	31	26	28	32	29	21	22	25	33	27	32	24	19	26	28	25
Harshness	19	21	12	24	20	19	17	19	17	21	21	16	11	19	13	17	26	26	21	18	20	10
Tar, nicotine and carbon monoxide levels	15	13	17	13	12	21	12	17	11	16	13	14	12	15	21	13	15	14	17	14	15	17
Smoothness	11	10	12	15	7	9	12	12	9	7	9	18	8	16	7	12	15	6	8	11	11	11
Smell/aroma	8	8	16	6	4	3	12	13	11	14	5	10	3	8	4	14	9	7	4	7	10	6
Packaging	8	10	5	5	8	4	7	6	14	11	7	7	7	12	8	8	6	5	-	8	9	11
Filter	7	6	10	8	13	4	11	11	7	6	9	4	5	6	3	7	10	9	-	9	6	6
Type of tobacco	5	6	3	5	4	6	3	-	8	3	8	1	3	3	7	5	9	4	8	5	4	2
Satisfaction/ enjoyment	5	6	5	2	4	3	4	7	4	4	5	4	3	3	3	5	6	6	-	5	4	3
Appearance(colour of filter and length of cigarette)	4	6	2	3	4	-	3	5	9	7	2	3	3	6	4	4	7	2	-	3	6	4
Ability to satisfy nicotine craving	4	2	8	2	5	2	4	9	-	6	4	3	4	1	8	2	5	5	6	3	4	3
Addictiveness	3	4	6	-	2	2	4	4	6	1	6	3	3	3	3	5	5	1	-	4	3	3
Chemicals or additives	3	3	4	-	4	-	5	2	3	4	6	-	2	1	1	4	1	6	-	3	4	2
Type of paper	1	1	-	-	6	-	1	2	1	-	3	1	2	-	-	1	-	4	-	2	1	-
Number of ventilation holes in filter	1	1	1	3	4	-	-	-	-	1	2	-	2	1	-	1	2	1	-	1	2	-
Other	1	1	-	1	3	-	-	-	-	-	2	-	-	2	1	1	-	2	-	1	1	2
Can't tell the difference	5	7	3	6	2	3	5	4	8	5	6	-	2	3	6	7	3	4	6	4	6	10
DK/NA	8	9	8	2	8	8	9	8	7	10	5	12	6	6	9	7	10	9	11	7	9	9

166.C In general, how do cigarette brands differ to you?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Taste/flavour	62	64	60	69	59	57	62	70	58	57	66	62	61	64	63	65	53	62	62	59	65	55
Strength/different draw	27	24	29	28	24	30	25	21	30	30	24	27	25	22	31	29	16	28	25	32	34	33
Harshness	19	21	17	17	21	19	18	17	20	22	16	26	2	13	27	17	20	20	18	14	14	14
Tar, nicotine and carbon monoxide levels	15	16	14	17	11	15	19	19	14	13	16	15	13	14	14	30	22	13	16	15	10	20
Smoothness	11	10	11	17	9	7	9	17	8	9	12	12	10	12	9	-	9	6	17	10	8	11
Smell/aroma	8	6	10	9	9	8	1	9	9	8	8	8	7	8	10	9	9	8	8	12	7	13
Packaging	8	11	6	11	9	6	2	10	8	9	8	6	12	8	4	3	24	6	10	6	7	5
Filter	7	5	9	8	6	7	8	10	5	8	7	10	3	3	12	-	-	9	5	7	8	6
Type of tobacco	5	6	4	4	4	7	5	5	5	5	5	5	5	5	6	16	-	6	4	4	3	4
Satisfaction/ enjoyment	5	6	3	7	3	5	3	6	5	5	4	6	3	3	7	4	-	5	5	5	4	6
Appearance(colour of filter and length of cigarette)	4	5	3	10	2	3	-	9	3	3	5	3	6	4	2	-	-	3	6	1	-	3
Ability to satisfy nicotine craving	4	3	4	8	1	3	2	5	4	4	4	4	4	5	2	4	-	4	3	2	5	1
Addictiveness	3	3	4	4	2	4	2	3	4	3	4	3	5	5	2	13	-	3	4	5	1	7
Chemicals or additives	3	3	3	5	3	1	-	6	3	3	3	3	3	4	2	-	-	2	4	4	4	4
Type of paper	1	2	1	1	1	*	4	1	1	1	2	2	*	1	*	-	-	2	1	1	-	1
Number of ventilation holes in filter	1	2	*	1	2	2	-	1	2	2	1	1	1	1	2	-	-	2	1	1	2	-
Other	1	2	-	2	*	1	-	-	1	1	1	1	1	1	1	-	9	1	1	1	4	-
Can't tell the difference	5	4	5	2	7	4	4	2	6	8	2	5	5	5	4	-	-	5	4	3	5	2
DK/NA	8	7	8	6	5	14	7	7	7	7	6	9	8	6	7	8	11	9	10	5	13	10	16

167.C As you know, the term "light" appears on some types of cigarettes. What do you think is meant by the term "light" on cigarettes?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Lower in tar, nicotine and carbon monoxide	47	46	47	46	45	51	44	46	47	44	49	51	37	40	56	46	36	50	42	53	52	53
Lighter/ milder taste (flavour)	26	25	28	29	25	22	31	32	23	24	28	26	24	27	27	14	39	24	29	26	31	24
Less irritable to throat (less harsh)	16	18	13	19	12	14	21	15	16	16	15	15	17	20	10	25	18	16	15	12	19	8
Less strong	14	15	13	16	13	11	19	12	16	14	15	12	21	15	13	4	-	16	13	9	4	10
Less chemicals or additives	12	12	12	15	10	10	14	15	10	11	13	11	15	12	14	18	-	12	13	12	9	14
Smoother	8	7	8	5	11	6	6	5	8	7	8	6	13	11	4	-	14	6	10	8	9	8
Different filter	6	6	7	6	6	9	3	6	5	7	6	8	2	4	10	13	-	6	6	6	12	1
Less harmful/healthier	4	5	4	10	2	3	1	6	4	3	5	5	3	3	3	6	-	4	4	4	-	7
Lighter/milder aroma (smell)	4	5	3	4	6	2	1	6	4	4	3	3	5	5	2	4	-	3	5	3	2	4
Less addictive	3	4	2	2	2	4	3	2	4	3	3	4	*	1	5	17	-	3	3	4	2	5
Doesn't mean anything to you	3	4	2	3	1	5	4	3	3	2	4	2	5	4	1	-	-	3	2	2	-	4
Advertising gimmick	2	2	2	1	1	3	-	1	2	2	1	1	2	1	1	-	4	2	2	2	-	3
Different kinds of tobacco	1	1	2	*	1	3	1	1	1	*	2	1	1	1	1	9	-	2	*	1	-	1
Lighter weight	1	2	*	2	*	2	1	2	1	2	1	1	1	1	2	6	-	*	2	2	4	1
Less tobacco	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2	2	2	2	2	2	2	1	2	3	1	2	2	2	2	-	9	2	2	-	-	-
DK/NA	6	4	7	4	5	7	6	5	6	7	5	6	4	6	3	4	23	6	5	4	3	6

167.C As you know, the term "light" appears on some types of cigarettes. What do you think is meant by the term "light" on cigarettes?

Subsample: Smokers

		EMPLOYMENT STATUS					OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Home maker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Un-skil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Lower in tar, nicotine and carbon monoxide	47	45	56	45	41	45	48	59	42	41	48	46	46	36	50	45	47	55	30	39	60	61
Lighter/ milder taste (flavour)	26	25	26	28	30	29	27	32	22	26	23	27	27	33	20	26	31	21	14	27	26	29
Less irritable to throat (less harsh)	16	17	13	9	17	18	13	15	13	8	26	13	13	14	12	19	16	18	25	17	12	9
Less strong	14	13	11	21	21	13	13	15	10	13	13	18	14	18	14	15	9	15	36	16	10	7
Less chemicals or additives	12	14	14	7	9	11	15	9	16	10	13	16	7	13	20	11	15	8	6	14	11	19
Smoother	8	10	2	5	11	7	9	10	9	11	10	2	7	7	8	7	10	7	-	8	8	5
Different filter	6	6	6	11	5	3	8	3	10	4	5	9	7	7	5	9	5	4	5	7	5	7
Less harmful/healthier	4	4	8	3	4	-	5	3	4	5	8	4	2	4	6	3	8	2	-	4	5	2
Lighter/milder aroma (smell)	4	4	7	4	1	3	4	4	1	4	4	8	6	3	1	5	5	2	2	4	3	1
Less addictive	3	4	3	-	-	3	2	7	1	3	5	2	2	-	5	2	6	3	-	3	3	5
Doesn't mean anything to you	3	3	-	3	2	6	1	1	6	3	1	3	1	4	1	4	2	3	2	3	2	5
Advertising gimmick	2	2	-	-	1	2	1	4	-	1	1	1	1	-	2	1	1	4	-	1	2	2
Different kinds of tobacco	1	1	2	-	4	1	2	3	-	1	-	5	4	-	1	1	2	-	7	*	2	5
Lighter weight	1	2	1	-	-	1	*	1	-	2	2	1	2	-	-	2	2	1	5	1	1	1
Less tobacco	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2	2	1	4	5	2	1	-	3	2	3	-	2	3	1	1	4	1	-	3	1	2
DK/NA	6	7	3	7	3	6	7	4	12	8	3	4	1	8	12	5	6	1	16	6	4	4

167.C As you know, the term "light" appears on some types of cigarettes. What do you think is meant by the term "light" on cigarettes?

Subsample: Smokers

		REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Lower in tar, nicotine and carbon monoxide	47	36	38	52	53	26	44	39	47	65	42	59	50	37	58	50	46	50	57	46	56	37
Lighter/ milder taste (flavour)	26	33	24	28	24	45	21	39	30	19	18	27	27	32	27	27	20	23	24	24	25	29
Less irritable to throat (less harsh)	16	11	15	21	9	38	12	9	17	8	8	6	16	21	9	12	17	14	8	19	17	16
Less strong	14	8	21	12	13	21	11	17	15	3	11	18	12	16	10	15	16	13	18	12	11	22
Less chemicals or additives	12	17	15	9	11	5	19	9	22	6	3	14	11	13	8	13	15	9	11	9	18	25
Smoother	8	-	14	7	3	14	12	9	5	-	3	4	5	13	3	6	7	4	3	8	10	17
Different filter	6	6	2	8	9	12	-	4	8	11	11	8	8	5	8	6	7	6	4	12	9	3
Less harmful/healthier	4	4	3	5	5	5	4	4	12	-	3	4	5	4	4	4	5	4	2	5	6	3
Lighter/milder aroma (smell)	4	6	5	3	3	2	3	4	2	-	-	6	3	3	4	6	3	3	3	-	4	7
Less addictive	3	1	*	4	5	10	-	9	7	-	-	8	4	5	1	4	2	3	3	3	3	1
Doesn't mean anything to you	3	3	6	-	3	-	7	4	-	8	5	2	2	4	2	*	3	4	3	4	-	-
Advertising gimmick	2	-	1	2	1	2	3	-	8	-	-	-	2	2	2	3	-	*	5	1	3	2
Different kinds of tobacco	1	4	1	2	-	-	1	-	-	-	-	-	1	1	2	2	1	2	2	1	-	2
Lighter weight	1	-	1	1	2	2	1	-	10	3	-	-	1	2	1	2	1	*	2	1	1	2
Less tobacco	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2	-	2	2	3	2	1	4	3	-	3	4	2	2	1	2	3	2	-	3	-	2
DK/NA	6	9	3	5	8	5	4	4	8	8	16	4	6	4	7	6	5	6	-	11	6	-

167.C As you know, the term "light" appears on some types of cigarettes. What do you think is meant by the term "light" on cigarettes?

Subsample: Smokers

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Lower in tar, nicotine and carbon monoxide	47	54	47	41	53	41	48	52
Lighter/ milder taste (flavour)	26	27	25	29	26	28	27	26
Less irritable to throat (less harsh)	16	16	16	16	21	8	16	16
Less strong	14	12	15	15	12	18	15	14
Less chemicals or additives	12	12	14	9	11	15	12	14
Smoother	8	6	7	11	8	8	8	8
Different filter	6	5	5	9	6	8	7	4
Less harmful/healthier	4	4	6	2	4	4	4	5
Lighter/milder aroma (smell)	4	5	3	3	3	4	4	5
Less addictive	3	4	3	1	3	3	2	8
Doesn't mean anything to you	3	1	3	5	2	5	3	-
Advertising gimmick	2	2	2	1	1	2	2	-
Different kinds of tobacco	1	*	1	3	2	1	1	1
Lighter weight	1	1	1	2	1	1	1	2
Less tobacco	-	-	-	-	-	-	-	-
Other	2	2	1	4	*	4	2	-
DK/NA	6	5	4	2	5	2	3	6

168.C And what do you think is meant by the term "mild" on cigarettes?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Lighter/ milder taste (flavour)	32	28	35	32	29	33	37	35	30	31	32	33	29	31	35	20	39	32	31	35	22	42
Lower in tar, nicotine and carbon monoxide	28	30	27	26	27	34	25	23	31	29	28	32	19	26	30	46	43	33	23	34	36	35
Less irritable to throat (less harsh)	18	21	15	23	18	12	14	21	17	20	16	16	23	19	12	26	31	20	15	21	35	13
Less strong	16	17	15	13	16	15	27	15	15	16	16	15	19	16	18	17	7	15	17	11	11	11
Smoother	10	10	10	8	11	12	4	11	10	9	11	8	15	12	8	-	7	8	12	5	11	2
Less chemicals or additives	7	8	6	11	6	5	2	9	7	6	7	6	10	7	6	3	-	6	8	10	15	7
Different filter	6	7	4	7	6	5	1	6	6	7	5	6	5	4	10	4	-	5	7	4	6	2
Advertising gimmick	3	2	5	2	3	6	-	4	3	2	5	3	3	2	2	9	4	4	3	5	-	10
Doesn't mean anything to you	3	4	3	3	3	3	4	4	3	3	3	2	5	4	2	-	-	3	4	5	6	4
Less harmful/healthier	3	5	2	6	2	3	1	4	4	3	4	4	2	3	2	6	-	3	4	3	4	4
Lighter/milder aroma (smell)	3	3	2	4	3	1	2	5	2	1	4	3	2	2	3	8	-	3	3	3	-	5
Different kinds of tobacco	2	3	2	4	1	3	-	3	2	1	3	3	1	1	3	-	-	2	3	1	2	-
Less addictive	2	4	*	2	2	3	1	2	3	3	2	3	-	2	1	13	-	3	2	3	4	4
Lighter weight	1	1	1	1	1	-	-	1	1	1	-	1	-	1	-	-	-	*	1	-	-	-
Less tobacco	*	1	*	*	*	1	-	*	1	*	1	1	-	*	1	3	-	*	1	1	-	1
Other	3	3	2	4	2	2	2	4	1	2	3	3	1	2	2	-	9	2	3	5	12	-
DK/NA	9	8	9	9	6	9	14	5	9	10	8	11	3	6	11	4	5	8	9	7	3	7

168.C And what do you think is meant by the term "mild" on cigarettes?

Subsample: Smokers

		EMPLOYMENT STATUS					OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Home maker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Lighter/ milder taste (flavour)	32	29	33	30	40	31	35	35	31	31	32	26	32	35	27	30	31	34	24	31	35	41
Lower in tar, nicotine and carbon monoxide	28	29	31	28	29	25	30	37	20	30	37	18	29	25	28	32	21	33	23	23	36	33
Less irritable to throat (less harsh)	18	19	24	16	11	14	15	17	13	12	24	24	14	13	22	14	16	30	15	17	20	20
Less strong	16	15	9	24	19	22	14	16	8	16	15	15	17	20	15	14	20	11	14	20	10	8
Smoother	10	13	6	9	11	3	12	6	17	13	9	13	7	7	6	12	16	8	17	8	11	7
Less chemicals or additives	7	8	11	3	9	1	8	8	8	8	9	10	6	7	7	11	5	4	3	8	7	6
Different filter	6	7	2	9	5	2	5	6	12	4	3	4	4	5	4	8	6	4	-	7	4	4
Advertising gimmick	3	4	3	-	3	2	5	6	4	3	1	8	4	2	5	1	3	6	-	4	4	5
Doesn't mean anything to you	3	3	1	4	4	6	2	3	4	4	2	1	1	4	2	4	3	4	2	4	2	4
Less harmful/healthier	3	5	4	2	-	1	2	5	4	3	5	2	3	1	6	1	9	-	-	3	4	2
Lighter/milder aroma (smell)	3	3	4	2	1	3	3	7	3	1	3	3	-	4	1	6	1	2	4	3	2	5
Different kinds of tobacco	2	3	2	3	2	1	2	3	7	1	1	4	4	2	-	1	6	-	8	2	1	1
Less addictive	2	4	1	-	-	2	*	3	-	-	7	1	-	-	2	1	7	2	-	3	1	1
Lighter weight	1	1	-	-	-	-	1	2	-	-	1	1	-	-	-	1	1	1	-	1	1	-
Less tobacco	*	1	1	-	-	-	-	1	4	-	-	-	-	1	-	2	-	-	-	1	*	1
Other	3	1	6	4	7	2	1	-	3	2	5	-	3	3	1	2	1	6	-	3	2	2
DK/NA	9	9	8	8	8	16	8	3	10	11	8	11	9	12	15	7	10	4	19	10	6	4

168.C And what do you think is meant by the term "mild" on cigarettes?

Subsample: Smokers

		REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Lighter/ milder taste (flavour)	32	35	27	35	31	50	26	39	40	30	26	31	34	36	32	28	29	32	36	29	26	36
Lower in tar, nicotine and carbon monoxide	28	34	19	32	31	17	19	17	28	37	26	33	32	18	34	31	34	28	37	34	33	11
Less irritable to throat (less harsh)	18	11	22	20	12	24	21	9	10	-	21	13	16	20	20	18	14	17	14	26	5	23
Less strong	16	8	20	18	12	29	12	22	17	5	5	17	15	19	13	18	13	12	21	17	13	16
Smoother	10	3	15	10	5	17	11	-	7	3	5	4	7	12	11	10	7	7	7	7	13	17
Less chemicals or additives	7	12	10	4	6	2	10	-	13	5	5	4	6	6	5	8	9	5	4	6	9	14
Different filter	6	3	5	6	7	10	7	13	5	8	3	9	6	9	2	5	6	3	3	9	6	9
Advertising gimmick	3	1	3	4	4	2	4	4	8	-	3	4	4	4	6	6	-	2	11	3	5	5
Doesn't mean anything to you	3	3	6	1	4	-	10	4	5	8	5	2	2	5	1	4	2	4	5	1	2	2
Less harmful/healthier	3	4	2	5	2	10	3	4	2	-	-	4	4	5	-	5	3	1	2	3	7	4
Lighter/milder aroma (smell)	3	6	2	1	4	2	1	9	5	3	-	8	3	3	1	5	3	1	4	2	4	4
Different kinds of tobacco	2	1	1	4	2	5	-	4	5	3	-	2	3	2	3	6	-	1	-	3	7	-
Less addictive	2	-	-	4	4	12	-	4	2	-	5	4	3	5	-	3	1	3	3	1	4	-
Lighter weight	1	-	-	1	1	2	-	-	-	-	5	-	1	1	-	2	-	-	2	1	-	-
Less tobacco	*	2	-	-	1	-	-	-	2	-	-	2	1	-	-	1	1	-	-	1	4	-
Other	3	3	1	3	3	7	1	4	-	5	3	4	3	4	2	2	3	5	2	5	1	1
DK/NA	9	11	4	6	19	-	4	22	15	19	26	16	11	5	7	10	13	11	4	12	12	1

168.C And what do you think is meant by the term "mild" on cigarettes?

Subsample: Smokers

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Regular	Slide/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Lighter/ milder taste (flavour)	32	39	32	27	35	30	34	29
Lower in tar, nicotine and carbon monoxide	28	33	28	26	33	23	29	31
Less irritable to throat (less harsh)	18	14	21	20	18	20	20	15
Less strong	16	14	15	20	16	16	17	16
Smoother	10	8	8	15	8	13	9	13
Less chemicals or additives	7	6	8	6	5	10	7	5
Different filter	6	7	4	6	4	9	6	6
Advertising gimmick	3	3	4	2	3	4	4	2
Doesn't mean anything to you	3	2	3	5	3	4	3	1
Less harmful/healthier	3	3	5	1	5	1	3	3
Lighter/milder aroma (smell)	3	4	2	2	3	3	2	7
Different kinds of tobacco	2	1	3	2	2	3	2	5
Less addictive	2	3	3	-	3	1	2	5
Lighter weight	1	1	*	-	1	*	*	2
Less tobacco	*	*	*	1	1	-	*	1
Other	3	1	4	3	1	5	2	4
DK/NA	9	8	8	6	8	5	6	11

169.C Why do you think cigarette companies label some of their cigarettes as "light" or "mild"?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
They are lighter in tar, nicotine and carbon monoxide than the regular brand	27	26	28	26	26	33	20	24	31	29	26	27	26	29	30	57	26	27	27	27	30	26
Advertising gimmick/marketing/ to sell more cig.	24	26	21	20	26	27	18	20	24	22	25	24	24	18	27	22	20	26	21	23	16	29
To appeal to health conscious smokers	20	20	20	23	17	24	10	22	23	22	18	23	13	19	22	10	26	23	16	18	19	19
They are lighter in taste or less harsh	15	14	16	15	15	15	17	18	14	18	14	16	12	16	20	17	35	14	18	11	2	18
To provide smokers with more brands to choose from	15	15	14	18	12	13	19	15	14	15	14	13	18	16	12	-	27	14	16	12	15	9
To attract new smokers	11	12	10	11	8	17	7	10	12	8	14	12	10	11	9	13	7	10	13	13	15	10
To provide a quitting mechanism for people who would like to quit	4	3	4	6	2	5	-	5	4	4	3	5	2	2	8	7	-	5	2	5	1	8
Other reason	4	4	5	5	6	3	2	5	4	4	5	4	4	3	5	6	9	5	3	7	9	5
DK/NA	14	13	15	13	14	10	24	13	13	16	12	15	11	13	14	8	5	15	12	9	5	11

169.C Why do you think cigarette companies label some of their cigarettes as "light" or "mild"?

Subsample: Smokers

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Home maker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/Semi Skil	Un-skil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
They are lighter in tar, nicotine and carbon monoxide than the regular brand	27	27	31	27	30	22	32	32	17	30	37	18	32	26	30	32	30	15	29	29	25	30
Advertising gimmick/marketing/ to sell more cig.	24	30	13	13	24	23	20	34	32	22	16	25	32	15	18	22	25	26	28	22	26	40
To appeal to health conscious smokers	20	26	18	14	11	12	22	20	26	21	22	21	8	11	19	16	33	28	4	18	25	22
They are lighter in taste or less harsh	15	11	22	16	12	16	18	13	12	23	14	10	13	22	8	18	15	14	36	14	14	11
To provide smokers with more brands to choose from	15	11	13	24	14	22	9	12	5	11	12	14	12	19	14	13	16	14	5	17	13	10
To attract new smokers	11	12	8	9	11	13	10	15	12	10	10	12	11	13	8	14	13	5	7	10	13	15
To provide a quitting mechanism for people who would like to quit	4	6	3	3	1	-	5	12	1	6	3	1	-	3	-	4	9	6	4	4	3	4
Other reason	4	3	6	9	7	2	4	4	6	3	3	4	3	5	2	3	4	9	-	3	7	6
DK/NA	14	10	12	19	25	20	14	2	17	14	13	18	12	17	25	15	11	9	21	17	10	3

169.C Why do you think cigarette companies label some of their cigarettes as "light" or "mild"?

Subsample: Smokers

		REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
They are lighter in tar, nicotine and carbon monoxide than the regular brand	27	20	25	31	28	31	19	26	37	30	18	28	28	24	25	32	29	29	15	33	25	28
Advertising gimmick/marketing/ to sell more cig.	24	20	25	21	27	10	32	30	25	33	26	27	23	23	25	23	23	24	47	26	24	24
To appeal to health conscious smokers	20	9	12	31	17	38	10	17	32	8	13	15	23	21	30	13	15	22	21	23	26	18
They are lighter in taste or less harsh	15	16	13	15	19	26	11	35	17	14	11	27	16	20	10	17	14	16	17	17	21	12
To provide smokers with more brands to choose from	15	14	19	15	9	12	19	13	12	-	8	12	13	16	14	18	12	12	17	16	14	21
To attract new smokers	11	13	11	10	12	5	14	17	17	3	16	10	11	11	9	13	12	10	13	5	7	11
To provide a quitting mechanism for people who would like to quit	4	1	2	6	4	12	1	4	7	5	5	2	5	6	2	5	3	5	5	5	3	4
Other reason	4	5	4	4	4	10	3	-	3	11	3	4	5	5	5	7	2	5	-	6	2	3
DK/NA	14	20	10	12	19	7	10	4	25	21	29	10	16	8	15	15	19	16	8	10	11	3

169.C Why do you think cigarette companies label some of their cigarettes as "light" or "mild"?

Subsample: Smokers

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Regular	Slide/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
They are lighter in tar, nicotine and carbon monoxide than the regular brand	27	29	26	28	31	23	28	26
Advertising gimmick/marketing/ to sell more cig.	24	24	24	24	21	29	24	24
To appeal to health conscious smokers	20	19	23	16	18	23	21	21
They are lighter in taste or less harsh	15	17	14	16	17	14	16	14
To provide smokers with more brands to choose from	15	16	12	19	14	17	16	12
To attract new smokers	11	11	11	12	11	12	11	17
To provide a quitting mechanism for people who would like to quit	4	3	6	1	3	5	4	3
Other reason	4	4	4	5	3	5	4	7
DK/NA	14	12	14	10	15	9	12	11

170.C What is it about "light" or "mild" cigarettes that might make them "lighter" or "milder" than regular cigarettes?

Suubsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Less tar, nicotine and carbon monoxide	59	56	61	59	58	58	59	62	56	57	60	58	59	57	63	70	41	60	57	65	71	58
Lighter/milder taste/less harsh	18	19	16	17	17	16	24	16	17	17	18	19	16	16	18	4	25	17	18	16	21	14
Different filter	13	15	11	16	14	13	3	17	13	16	11	15	9	9	17	11	27	13	13	10	10	10
Less chemicals or additives	10	8	12	13	9	10	6	10	10	11	9	10	9	11	10	17	-	9	11	12	8	15
Less harmful to one's health	9	5	13	11	7	8	9	8	9	9	9	10	5	11	8	19	18	11	6	4	2	5
Different draw (more "airy")	8	7	8	11	6	9	2	10	7	9	7	9	5	7	11	8	9	7	9	5	5	5
Different tobacco	7	7	7	6	7	9	7	7	7	4	9	6	11	7	6	4	13	7	8	8	2	11
Less addictive	3	3	3	3	5	3	2	3	5	4	3	5	1	3	3	7	-	3	3	4	5	4
Less tobacco	2	1	2	1	2	3	1	2	1	1	3	2	*	*	4	-	-	1	3	2	-	3
Other	2	2	1	2	2	1	-	1	3	2	1	1	4	3	1	-	-	1	2	3	4	2
DK/NA	12	13	12	14	10	13	13	11	13	15	11	13	10	10	13	7	16	12	12	11	8	14

170.C What is it about "light" or "mild" cigarettes that might make them "lighter" or "milder" than regular cigarettes?

Suubsample: Smokers

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Home maker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Un-skil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Less tar, nicotine and carbon monoxide	59	57	69	52	56	60	64	60	53	63	64	60	55	53	59	59	66	60	45	58	61	65
Lighter/milder taste/less harsh	18	16	16	21	22	24	16	7	13	23	18	15	19	22	13	18	16	17	21	18	16	15
Different filter	13	13	12	13	14	4	10	18	24	10	11	7	14	11	11	15	15	10	8	13	13	16
Less chemicals or additives	10	12	11	5	10	8	14	7	8	15	14	4	3	12	9	14	13	6	1	10	10	9
Less harmful to one's health	9	10	13	3	5	9	16	7	4	11	13	8	6	10	8	7	16	6	10	10	7	3
Different draw (more "airy")	8	11	7	10	3	-	10	16	13	11	5	4	1	6	5	6	17	7	-	8	9	5
Different tobacco	7	5	12	5	16	8	8	8	12	10	4	6	14	6	3	8	5	7	10	5	9	11
Less addictive	3	6	-	-	-	3	3	8	-	2	6	2	-	1	3	5	9	1	3	3	4	3
Less tobacco	2	2	1	6	1	1	1	1	4	2	*	1	4	-	1	3	2	1	-	3	1	1
Other	2	3	1	1	-	-	1	3	3	-	2	3	-	2	5	-	1	3	-	1	2	1
DK/NA	12	12	10	14	10	16	11	8	12	15	10	14	12	14	20	11	7	10	23	13	10	10

170.C What is it about "light" or "mild" cigarettes that might make them "lighter" or "milder" than regular cigarettes?

Suubsample: Smokers

		REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Less tar, nicotine and carbon monoxide	59	51	57	62	59	55	63	52	47	76	45	66	59	59	63	59	55	66	71	46	57	60
Lighter/milder taste/less harsh	18	21	17	15	20	19	16	35	17	16	21	23	18	20	15	12	20	17	19	22	18	16
Different filter	13	8	8	18	13	12	8	13	17	16	8	12	15	10	10	23	12	11	8	25	21	13
Less chemicals or additives	10	12	8	10	12	10	12	9	20	3	11	13	11	11	7	15	8	9	7	7	15	11
Less harmful to one's health	9	1	6	15	4	24	4	-	12	-	8	-	10	11	5	9	10	7	5	9	13	7
Different draw (more "airy")	8	7	5	12	5	17	5	9	5	6	5	6	9	10	8	10	4	4	4	20	10	5
Different tobacco	7	5	11	5	6	-	8	13	5	-	5	9	6	6	9	11	5	7	7	5	4	16
Less addictive	3	7	1	5	3	7	-	-	7	-	5	-	5	3	1	8	4	4	2	5	5	1
Less tobacco	2	-	*	2	3	-	-	-	10	-	3	2	2	-	1	6	2	2	-	1	6	-
Other	2	1	4	*	1	-	4	-	3	-	3	-	1	2	1	2	1	1	-	-	2	5
DK/NA	12	19	11	7	20	2	10	13	28	19	18	17	13	7	14	10	17	8	8	20	9	7

170.C What is it about "light" or "mild" cigarettes that might make them "lighter" or "milder" than regular cigarettes?

Suubsample: Smokers

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Less tar, nicotine and carbon monoxide	59	61	61	58	66	52	58	66
Lighter/milder taste/less harsh	18	20	17	18	18	18	20	13
Different filter	13	11	11	19	11	17	14	9
Less chemicals or additives	10	11	10	8	12	8	10	12
Less harmful to one's health	9	8	13	4	11	6	9	8
Different draw (more "airy")	8	4	10	9	7	9	7	11
Different tobacco	7	10	5	9	6	9	8	7
Less addictive	3	4	4	2	5	1	3	7
Less tobacco	2	2	1	3	2	1	2	2
Other	2	1	3	1	1	2	2	-
DK/NA	12	13	9	9	10	11	10	16

171.C As far as you know, what physically makes a "light" cigarette "light", do you think the "lightness" of it is created...

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME			RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Other	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
A combination of the filter and the tobacco	51	52	51	59	48	46	50	57	49	47	54	54	44	49	52	53	23	49	55	53	54	50
Completely by the contents of the tobacco itself	16	15	18	14	16	19	18	16	18	12	19	11	30	19	15	10	29	17	16	15	12	18
Completely by the way the filter is designed	14	16	13	13	19	12	9	11	17	21	9	15	12	15	16	3	11	14	15	11	11	12
Other	1	2	*	1	*	3	-	-	2	1	1	1	1	1	-	6	9	2	1	-	-	-
DK/NA	17	14	19	13	16	20	21	17	15	19	15	18	13	16	16	27	28	18	14	21	24	21

		EMPLOYMENT STATUS						OCCUPATION					HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
A combination of the filter and the tobacco	51	51	60	38	41	56	49	55	50	45	52	56	48	50	54	50	57	47	37	50	55	55
Completely by the contents of the tobacco itself	16	15	15	17	24	17	20	11	23	19	16	13	25	18	10	13	13	21	24	16	16	15
Completely by the way the filter is designed	14	17	14	19	11	8	15	18	13	14	15	17	16	10	15	18	13	13	22	15	13	10
Other	1	2	-	1	3	-	*	1	7	-	-	-	-	2	-	1	1	1	-	1	2	5
DK/NA	17	16	11	24	22	18	17	15	8	21	18	14	11	20	20	17	16	18	17	19	14	15

171.C As far as you know, what physically makes a "light" cigarette "light", do you think the "lightness" of it is created...

Subsample: Smokers

		REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
A combination of the filter and the tobacco	51	37	45	58	55	40	55	52	52	54	40	65	54	49	60	53	46	57	66	47	49	54
Completely by the contents of the tobacco itself	16	11	30	11	10	14	25	22	8	16	10	9	11	20	14	13	16	13	17	13	16	32
Completely by the way the filter is designed	14	27	12	13	14	12	10	-	10	19	29	4	15	9	15	14	19	14	9	18	17	12
Other	1	2	1	1	*	5	-	-	3	-	-	-	1	2	1	*	1	1	-	2	-	-
DK/NA	17	23	12	17	20	29	11	26	28	11	18	21	19	19	11	20	17	16	8	21	16	2

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
A combination of the filter and the tobacco	51	53	56	46	58	45	52	56
Completely by the contents of the tobacco itself	16	15	16	20	14	22	17	14
Completely by the way the filter is designed	14	12	15	16	14	16	15	11
Other	1	*	1	2	1	1	1	1
DK/NA	17	20	11	16	14	16	14	18

172.C How do "light" cigarette brands differ from "mild" ones, if at all?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Can't tell the difference	23	21	25	22	27	22	19	21	25	22	24	22	29	26	22	22	-	23	23	23	28	21
Taste/flavour	18	19	17	22	18	11	23	22	16	15	20	19	16	18	19	4	21	16	20	12	10	14
Tar, nicotine and carbon monoxide levels	17	18	15	19	12	18	20	18	17	19	15	18	15	17	15	37	39	18	16	16	18	14
Strength/different draw	11	9	13	13	10	8	12	11	10	11	11	13	7	8	15	6	-	11	10	7	2	12
Throat irritation (harshness)	8	9	7	12	7	4	8	12	7	8	8	8	6	8	8	4	26	7	9	8	6	9
Filter	7	8	6	11	7	5	4	8	8	8	6	8	5	7	11	6	-	7	8	1	4	-
Smoothness	5	5	4	4	5	4	9	6	4	4	6	4	7	4	6	-	7	3	7	1	4	-
Type of tobacco	4	7	3	3	3	7	7	6	5	4	4	4	6	6	3	16	13	6	3	4	5	4
Chemicals or additives	2	2	2	4	1	1	3	2	2	2	2	2	2	1	3	7	-	2	3	1	-	2
Smell/aroma	2	1	3	3	2	2	1	3	2	1	3	2	3	1	4	-	-	2	2	1	-	2
Number of ventilation holes in filter	2	2	2	2	4	*	1	3	2	2	2	3	1	2	3	4	-	2	3	1	2	-
Ability to satisfy nicotine craving	2	2	2	2	3	1	-	2	2	3	1	2	1	1	2	-	-	2	2	2	2	2
Satisfaction/ enjoyment	2	1	2	2	2	2	1	2	2	2	2	2	1	*	2	-	-	2	1	-	-	-
Packaging	1	1	2	3	-	1	-	2	1	1	1	1	-	-	1	-	-	1	2	1	-	2
Addictiveness	1	1	1	3	1	-	1	1	1	1	1	1	2	1	1	-	-	1	1	1	-	3
Type of paper	1	1	1	1	1	*	2	1	1	1	1	1	-	*	2	-	-	1	1	-	-	-
Appearance(colour of filter and length of cigarette)	1	1	1	2	*	-	-	1	1	1	1	1	1	*	-	-	-	*	1	-	-	-
Other	4	6	2	6	3	4	5	3	4	3	5	5	3	2	5	-	9	6	2	9	11	8
DK/NA	25	22	28	21	23	33	25	22	24	28	23	26	21	24	23	28	30	26	24	30	32	27

172.C How do "light" cigarette brands differ from "mild" ones, if at all?

Subsample: Smokers

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Home maker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Un-skil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Can't tell the difference	23	25	26	35	18	12	27	16	28	21	24	32	26	23	21	25	22	22	5	23	26	19
Taste/flavour	18	12	26	15	22	20	16	16	8	19	21	14	16	25	11	24	14	14	15	20	15	15
Tar, nicotine and carbon monoxide levels	17	14	21	15	14	23	14	16	12	18	19	11	18	17	19	13	17	19	18	16	19	21
Strength/different draw	11	10	8	7	10	17	11	12	10	10	9	7	12	11	3	11	11	10	6	12	9	11
Throat irritation (harshness)	8	7	12	8	8	4	5	9	5	7	10	8	1	8	7	6	10	12	-	8	9	7
Filter	7	8	11	8	6	4	8	5	5	11	10	7	7	6	7	7	9	8	10	7	7	4
Smoothness	5	4	5	3	5	11	3	-	5	5	3	8	8	8	-	4	7	3	10	5	4	4
Type of tobacco	4	6	5	4	2	5	3	3	2	6	7	5	4	2	7	5	8	2	4	5	4	10
Chemicals or additives	2	3	2	-	2	3	3	8	-	4	1	1	1	1	1	2	5	2	2	2	3	5
Smell/aroma	2	3	4	1	-	-	4	7	-	3	1	3	-	2	1	4	1	3	-	2	3	3
Number of ventilation holes in filter	2	2	3	-	-	-	2	-	5	2	3	1	4	-	-	5	1	2	-	2	3	3
Ability to satisfy nicotine craving	2	2	1	1	1	1	2	4	3	2	2	-	-	3	-	3	4	1	1	2	2	2
Satisfaction/ enjoyment	2	2	3	-	-	-	2	2	4	2	2	1	-	-	2	1	6	1	-	2	1	1
Packaging	1	2	-	1	-	-	2	-	-	1	1	3	-	2	2	2	2	-	-	2	*	-
Addictiveness	1	1	3	-	-	1	1	-	5	1	1	1	-	2	3	-	2	-	2	1	1	-
Type of paper	1	1	1	-	-	2	1	-	1	2	-	-	1	2	-	1	1	-	-	1	1	1
Appearance(colour of filter and length of cigarette)	1	1	-	-	1	-	1	-	-	1	1	-	-	2	-	-	1	-	-	1	1	-
Other	4	4	7	1	7	3	3	10	4	-	8	1	2	4	8	2	4	7	5	2	7	6
DK/NA	25	27	15	28	28	30	29	32	24	30	19	22	26	27	26	23	27	24	42	24	25	29

172.C How do "light" cigarette brands differ from "mild" ones, if at all?

Subsample: Smokers

		REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Can't tell the difference	23	32	28	23	14	19	15	-	10	19	16	13	21	15	28	25	28	24	21	23	16	28
Taste/flavour	18	13	17	19	19	21	15	17	12	16	19	25	18	18	16	14	22	16	18	17	15	16
Tar, nicotine and carbon monoxide levels	17	14	15	21	15	24	18	9	5	16	5	25	18	19	16	18	15	18	11	18	26	20
Strength/different draw	11	13	7	14	10	10	7	26	-	6	8	17	13	10	15	9	9	11	13	10	8	6
Throat irritation (harshness)	8	5	7	9	9	17	11	4	8	11	13	6	8	12	9	8	3	10	5	9	2	6
Filter	7	9	5	11	4	12	4	4	3	8	3	4	8	7	6	8	8	7	13	9	4	7
Smoothness	5	-	8	4	4	10	7	9	12	3	-	4	4	8	3	5	3	4	6	6	3	8
Type of tobacco	4	3	6	5	3	7	5	-	3	3	3	4	4	5	6	4	2	5	6	7	-	10
Chemicals or additives	2	1	2	4	1	2	1	-	-	-	3	-	2	2	2	3	2	2	2	2	3	3
Smell/aroma	2	3	2	2	2	7	3	-	3	5	3	-	2	4	2	2	1	1	3	1	-	3
Number of ventilation holes in filter	2	1	1	3	3	5	1	-	5	5	-	2	3	2	2	4	1	4	-	3	3	2
Ability to satisfy nicotine craving	2	1	1	3	1	5	1	-	3	-	3	-	2	2	1	3	1	1	2	3	-	-
Satisfaction/ enjoyment	2	-	1	2	3	-	1	9	3	-	5	4	2	2	1	3	1	2	2	1	2	2
Packaging	1	-	-	2	2	-	-	-	-	3	3	2	2	-	1	4	1	1	-	1	2	-
Addictiveness	1	3	2	1	-	-	-	-	-	-	-	-	1	-	1	2	2	1	-	2	-	2
Type of paper	1	-	-	2	1	-	-	-	3	3	-	-	1	-	1	2	1	2	-	1	-	-
Appearance(colour of filter and length of cigarette)	1	-	1	1	*	-	-	-	3	-	-	-	1	-	1	-	1	-	-	1	-	1
Other	4	4	4	4	6	7	5	-	8	24	-	2	5	5	3	1	6	4	5	7	5	3
DK/NA	25	21	21	21	39	14	30	48	60	19	52	28	27	27	27	25	22	24	29	25	32	17

172.C How do "light" cigarette brands differ from "mild" ones, if at all?

Subsample: Smokers

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Regular	Slide/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Can't tell the difference	23	20	25	27	25	22	26	13
Taste/flavour	18	21	17	17	17	21	18	21
Tar, nicotine and carbon monoxide levels	17	16	22	11	18	16	17	21
Strength/different draw	11	9	10	16	10	13	12	7
Throat irritation (harshness)	8	9	9	6	10	6	8	10
Filter	7	4	9	8	6	10	8	5
Smoothness	5	4	6	4	5	5	5	4
Type of tobacco	4	3	5	6	4	6	5	3
Chemicals or additives	2	2	3	2	2	3	2	2
Smell/aroma	2	4	1	2	2	2	2	3
Number of ventilation holes in filter	2	1	3	2	2	2	2	4
Ability to satisfy nicotine craving	2	1	1	5	1	3	2	1
Satisfaction/ enjoyment	2	1	1	3	1	3	2	-
Packaging	1	1	2	1	1	1	1	1
Addictiveness	1	-	3	-	2	*	1	-
Type of paper	1	1	*	2	1	*	1	3
Appearance(colour of filter and length of cigarette)	1	1	*	1	-	2	1	-
Other	4	3	5	5	4	5	4	6
DK/NA	25	32	19	21	25	21	21	32

173.C a. Thinking about the possible differences between "light" cigarettes and regular cigarettes, do you believe that "light" cigarettes, compared to regular cigarettes, are...?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Lower in tar, nicotine and carbon monoxide	74	72	76	74	76	77	64	75	74	74	74	74	74	77	71	90	77	74	75	71	72	73
Higher in tar, nicotine and carbon monoxide	2	2	2	2	1	3	-	2	2	2	2	*	5	4	-	-	-	1	2	1	-	2
Have the same tar, nicotine and carbon monoxide content	17	19	16	18	17	14	18	18	17	19	16	18	14	13	22	6	11	19	15	21	23	17
DK/NA	7	7	7	5	6	6	17	5	6	5	9	7	7	6	7	4	13	6	8	6	6	7

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Lower in tar, nicotine and carbon monoxide	74	73	84	68	74	68	80	80	77	72	81	74	75	77	71	74	73	75	63	71	80	76
Higher in tar, nicotine and carbon monoxide	2	2	3	3	-	-	1	2	-	2	-	6	2	2	-	4	1	1	2	3	1	2
Have the same tar, nicotine and carbon monoxide content	17	19	9	21	21	14	14	17	16	20	12	17	13	13	15	16	21	21	25	17	16	19
DK/NA	7	6	4	8	6	17	5	1	8	6	7	3	10	8	13	6	5	3	11	9	3	4

173.C a. Thinking about the possible differences between "light" cigarettes and regular cigarettes, do you believe that "light" cigarettes, compared to regular cigarettes, are...?

Subsample: Smokers

		REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Lower in tar, nicotine and carbon monoxide	74	71	75	77	69	81	75	61	70	62	66	73	74	75	79	74	69	70	81	63	77	83
Higher in tar, nicotine and carbon monoxide	2	-	5	-	1	-	4	-	-	3	3	-	*	2	-	2	2	2	2	3	-	1
Have the same tar, nicotine and carbon monoxide content	17	22	13	18	19	12	14	26	10	32	16	19	18	15	15	20	19	22	12	28	12	11
DK/NA	7	7	6	5	11	7	7	13	20	3	13	8	7	8	6	3	9	5	5	5	9	5

	CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Lower in tar, nicotine and carbon monoxide	74	76	78	70	82	68	75	77
Higher in tar, nicotine and carbon monoxide	2	1	2	3	*	4	2	3
Have the same tar, nicotine and carbon monoxide content	17	16	16	22	15	22	18	17
DK/NA	7	7	5	5	3	6	5	3

173.C b. Thinking about the possible differences between "light" cigarettes and regular cigarettes, do you believe that "light" cigarettes, compared to regular cigarettes, are...?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Less addictive	12	10	14	13	13	9	15	12	13	11	14	14	10	13	15	15	9	12	12	11	5	16
More addictive	3	2	4	4	4	1	2	4	3	4	2	2	5	4	1	-	18	2	4	-	-	-
Just as addictive	80	81	79	78	79	85	73	79	79	81	79	79	80	78	80	81	74	81	79	85	95	76
DK/NA	5	6	3	4	4	4	8	5	5	3	6	5	5	5	3	4	-	5	5	4	-	8

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Un-skil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Less addictive	12	11	15	8	7	21	15	14	6	11	16	8	9	12	11	17	16	8	8	14	10	8
More addictive	3	2	2	6	3	2	2	2	3	-	1	5	5	6	-	4	1	2	9	4	1	2
Just as addictive	80	83	79	78	86	68	81	82	87	84	79	84	82	78	79	76	76	86	75	77	85	85
DK/NA	5	4	3	8	4	8	2	2	5	5	4	3	4	5	8	2	7	4	7	5	3	4

173.C b. Thinking about the possible differences between "light" cigarettes and regular cigarettes, do you believe that "light" cigarettes, compared to regular cigarettes, are...?

Subsample: Smokers

		REGION				SUB-REGIONS							COMMUNITY SIZE					FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Less addictive	12	11	10	19	7	31	8	-	20	8	3	2	13	15	7	14	12	11	11	9	14	11
More addictive	3	-	5	2	3	5	5	4	-	3	5	4	2	5	-	4	2	2	4	3	3	4
Just as addictive	80	83	81	77	81	62	81	91	60	86	79	90	79	75	87	78	81	83	79	86	74	82
DK/NA	5	6	4	2	8	2	5	4	20	3	10	4	5	4	6	3	5	3	7	2	7	3

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Less addictive	12	10	16	11	13	12	12	15
More addictive	3	4	2	3	2	4	3	4
Just as addictive	80	79	81	85	83	81	82	78
DK/NA	5	7	1	2	2	3	3	3

173.C c. Thinking about the possible differences between "light" cigarettes and regular cigarettes, do you believe that "light" cigarettes, compared to regular cigarettes, are...?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Less chemicals and additives	37	37	36	38	34	37	40	38	36	31	41	38	34	37	41	60	39	34	39	32	27	38
More chemicals and additives	6	7	5	6	7	5	4	5	5	5	6	6	4	6	3	9	9	8	3	6	9	4
The same chemicals and additives	48	47	49	48	52	46	43	48	49	54	44	45	55	46	48	17	31	48	49	55	59	49
DK/NA	9	9	10	9	7	12	11	9	10	9	9	10	8	10	7	14	21	10	8	7	5	9

		EMPLOYMENT STATUS						OCCUPATION					HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Home maker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Less chemicals and additives	37	34	41	33	36	45	38	41	33	31	43	30	29	47	40	28	43	36	25	40	33	28
More chemicals and additives	6	7	6	4	9	3	5	-	9	3	5	13	8	2	3	5	6	10	6	5	6	8
The same chemicals and additives	48	52	45	47	46	40	50	54	47	53	45	51	52	44	44	59	42	45	51	46	51	52
DK/NA	9	8	9	16	10	10	8	6	11	13	7	6	10	7	11	7	9	9	17	8	9	12

173.C c. Thinking about the possible differences between "light" cigarettes and regular cigarettes, do you believe that "light" cigarettes, compared to regular cigarettes, are...?

Subsample: Smokers

		REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Less chemicals and additives	37	44	32	45	26	62	30	22	45	25	21	21	38	41	38	35	32	42	28	20	42	37
More chemicals and additives	6	2	4	9	4	2	5	4	3	3	5	4	6	4	11	1	6	10	9	6	5	6
The same chemicals and additives	48	42	56	37	59	29	55	65	32	67	58	69	45	47	42	57	50	43	49	71	42	49
DK/NA	9	11	7	10	10	7	10	9	20	5	13	6	10	9	9	7	11	5	14	3	9	8

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Less chemicals and additives	37	31	43	36	42	30	37	36
More chemicals and additives	6	6	4	10	7	4	7	3
The same chemicals and additives	48	50	47	51	44	60	49	52
DK/NA	9	13	6	3	7	7	7	9

173.C d. Thinking about the possible differences between "light" cigarettes and regular cigarettes, do you believe that "light" cigarettes, compared to regular cigarettes, are...?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME			RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Other	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Less damaging to health	19	19	20	21	14	22	25	23	17	17	21	20	18	21	18	38	9	18	22	16	15	18
More damaging to health	3	2	4	4	2	2	3	5	2	2	3	2	4	4	2	-	9	2	4	-	-	-
Just as damaging to health	72	73	72	71	79	69	62	71	74	75	70	71	75	70	76	58	74	73	71	82	85	78
DK/NA	5	6	4	4	4	7	9	2	6	5	6	6	2	5	4	4	9	6	4	2	-	4

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME					YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Less damaging to health	19	19	21	17	14	27	21	26	20	13	20	13	14	31	13	15	28	15	21	17	23	19
More damaging to health	3	1	3	6	4	3	2	2	3	1	2	2	6	4	-	1	1	5	2	3	3	3
Just as damaging to health	72	76	73	74	72	61	74	71	72	81	72	79	76	56	79	80	65	77	72	73	71	74
DK/NA	5	5	3	3	10	9	4	2	6	5	6	7	4	9	6	3	7	3	5	6	3	4

173.C d. Thinking about the possible differences between "light" cigarettes and regular cigarettes, do you believe that "light" cigarettes, compared to regular cigarettes, are...?

Subsample: Smokers

		REGION							SUB-REGIONS					COMMUNITY SIZE					FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Less damaging to health	19	10	18	27	13	45	18	-	40	11	8	4	20	25	20	17	14	21	13	13	23	19
More damaging to health	3	-	4	2	4	2	5	9	-	3	3	6	2	5	3	2	2	2	3	4	3	4
Just as damaging to health	72	79	76	66	74	48	75	87	42	84	71	88	71	67	73	74	77	72	76	78	65	77
DK/NA	5	11	2	4	9	5	1	4	18	3	16	2	7	3	4	7	7	5	8	5	7	-

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Less damaging to health	19	24	22	13	26	11	19	23
More damaging to health	3	4	2	3	3	3	3	2
Just as damaging to health	72	68	73	82	69	83	76	70
DK/NA	5	5	3	2	3	3	2	5

174.C Did you change your smoking patterns in any of the following ways when you switched cigarette brands, if you have ever switched at all?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Didn't change smoking pattern at all	42	46	39	39	44	44	46	43	40	39	45	38	51	43	46	16	36	41	45	48	37	54
Never switched brands	22	23	21	25	21	21	17	21	22	22	22	21	26	27	13	20	37	21	23	21	24	20
Smoking less cigarettes	14	11	17	13	13	12	23	16	16	14	15	17	9	13	19	19	18	16	13	8	12	6
Smoking more cigarettes	7	6	8	6	8	7	6	4	8	10	5	8	5	6	7	17	-	6	8	7	9	6
Drawing deeper or harder	6	7	6	7	7	5	6	5	7	8	5	7	4	4	4	16	-	6	6	8	16	3
Taking longer (larger) puffs	5	4	6	8	5	3	4	7	5	7	4	5	6	5	4	7	-	6	5	7	10	5
Taking more puffs, or shorter intervals between puffs	5	4	6	6	5	2	7	5	5	6	4	6	3	5	3	-	-	5	5	5	12	1
Tampering with the filter	2	3	2	1	2	5	2	1	4	2	2	3	-	1	3	7	-	3	2	-	-	-
Holding the cigarette differently	1	2	1	2	2	-	2	2	1	2	1	2	1	1	1	-	9	2	1	1	4	-
Other	*	*	*	1	*	-	-	1	*	*	*	*	1	*	*	-	-	-	1	-	-	-
DK/NA	8	8	9	9	9	10	3	10	7	9	8	9	5	7	8	18	9	10	6	10	7	10

174.C Did you change your smoking patterns in any of the following ways when you switched cigarette brands, if you have ever switched at all?

Subsample: Smokers

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Home maker	Unempl oyed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Un- skil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Didn't change smoking pattern at all	42	39	45	47	43	49	38	44	25	46	45	43	45	57	33	42	43	35	46	45	38	43
Never switched brands	22	26	9	21	34	14	18	24	25	18	26	19	20	18	30	23	22	22	21	22	22	22
Smoking less cigarettes	14	15	13	16	8	23	15	9	22	16	6	20	15	6	13	16	17	17	16	12	17	19
Smoking more cigarettes	7	5	10	7	8	6	10	2	12	6	7	3	8	10	8	7	2	5	12	7	6	3
Drawing deeper or harder	6	8	9	-	3	5	7	8	10	3	6	10	9	5	5	6	6	5	6	6	6	6
Taking longer (larger) puffs	5	6	7	-	5	4	8	9	11	3	7	1	4	4	7	4	5	7	4	6	5	6
Taking more puffs, or shorter intervals between puffs	5	4	4	5	9	7	5	-	9	4	4	2	5	5	7	6	5	2	3	7	3	2
Tampering with the filter	2	3	2	-	2	2	2	9	1	1	1	1	3	4	-	2	2	3	4	2	2	3
Holding the cigarette differently	1	2	1	-	1	2	1	2	-	3	*	2	-	4	3	-	-	2	-	3	-	-
Other	*	-	1	-	-	-	-	-	-	-	1	-	1	-	2	-	-	-	-	1	-	-
DK/NA	8	8	15	7	7	5	11	10	6	10	9	8	5	6	6	7	13	11	5	7	10	11

174.C Did you change your smoking patterns in any of the following ways when you switched cigarette brands, if you have ever switched at all?

Subsample: Smokers

		REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Didn't change smoking pattern at all	42	56	51	33	41	31	51	52	38	44	29	49	39	44	45	41	40	42	45	48	28	53
Never switched brands	22	15	28	22	18	24	29	17	37	13	8	18	20	25	18	18	24	19	22	19	17	24
Smoking less cigarettes	14	9	8	20	15	24	10	4	5	19	26	11	17	14	16	11	15	18	7	8	14	8
Smoking more cigarettes	7	6	4	9	8	10	3	9	5	-	11	10	8	6	9	8	6	7	-	14	17	4
Drawing deeper or harder	6	8	3	8	6	-	4	9	5	3	5	9	8	3	8	7	8	8	12	9	7	3
Taking longer (larger) puffs	5	6	5	6	4	-	7	9	3	3	5	4	5	5	7	3	6	6	9	7	3	8
Taking more puffs, or shorter intervals between puffs	5	2	3	7	5	2	4	9	5	5	3	6	6	4	7	6	3	4	6	10	3	4
Tampering with the filter	2	-	-	3	5	-	-	9	3	-	8	6	3	1	4	2	3	3	2	3	5	-
Holding the cigarette differently	1	-	1	2	2	2	1	-	5	-	3	-	2	2	1	2	2	1	6	-	1	-
Other	*	1	1	-	-	-	1	-	-	-	-	-	*	1	-	-	*	*	-	-	-	2
DK/NA	8	6	5	11	9	12	4	9	5	19	16	4	10	8	6	14	8	8	7	9	14	2

174.C Did you change your smoking patterns in any of the following ways when you switched cigarette brands, if you have ever switched at all?

Subsample: Smokers

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Didn't change smoking pattern at all	42	39	41	51	42	46	42	49
Never switched brands	22	24	22	21	19	29	25	11
Smoking less cigarettes	14	21	14	8	19	8	15	17
Smoking more cigarettes	7	2	10	8	8	6	7	9
Drawing deeper or harder	6	4	9	6	8	3	6	9
Taking longer (larger) puffs	5	4	8	4	7	3	5	7
Taking more puffs, or shorter intervals between puffs	5	3	7	5	7	2	4	7
Tampering with the filter	2	2	2	4	2	3	2	4
Holding the cigarette differently	1	1	1	2	2	1	1	2
Other	*	-	*	1	-	1	*	-
DK/NA	8	8	8	4	6	6	7	8

175.C Have you ever tampered with a manufactured cigarette to achieve a more enjoyable smoke?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Yes	20	25	15	31	21	11	8	25	20	22	18	25	8	13	19	14	29	19	21	17	24	13
No	78	72	83	68	76	85	88	74	76	74	80	73	90	84	77	81	66	78	77	80	76	81
DK/NA	3	3	2	1	3	4	2	1	3	3	2	3	2	3	3	4	5	3	2	3	-	5

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Yes	20	17	39	12	17	8	18	24	18	12	24	32	23	20	11	19	26	18	11	18	23	24
No	78	80	60	86	81	86	80	73	79	86	74	65	76	76	85	79	69	79	87	79	74	73
DK/NA	3	3	1	2	2	4	2	3	4	2	3	3	1	4	2	2	5	2	2	3	2	3

		REGION					SUB-REGIONS						COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Quebec	Ontario	Western Can.	Toronto	Montreal	Vancouver	Man.	Sask	Alberta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Reform	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Yes	20	18	9	27	22	7	14	22	18	25	19	25	24	12	27	21	21	24	17	24	28	7
No	78	79	89	72	72	93	85	74	75	73	68	73	73	86	70	76	75	73	83	75	63	93
DK/NA	3	3	2	1	5	-	1	4	7	3	10	2	3	1	3	3	3	3	-	1	7	-

175.C Have you ever tampered with a manufactured cigarette to achieve a more enjoyable smoke?

Subsample: Smokers

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Yes	20	14	23	23	19	21	20	21
No	78	85	76	76	81	77	79	78
DK/NA	3	1	1	*	*	1	1	1

176.C Which of the following is your main method of tampering with a cigarette?

Subsample: Smokers who have tampered with a cigarette

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	100	59	41	44	38	12	6	36	52	49	51	85	12	31	32	3	3	51	48	16	8	8
WEIGHTED SAMPLE	104	62	41	48	36	14	5	37	54	51	53	90	12	33	30	3	5	54	49	17	10	7
Removing/shortening filter	78	87	65	79	76	83	77	69	86	84	73	79	78	86	77	100	100	81	74	88	88	88
Taping up ventilation holes on filter	17	12	24	20	16	10	12	19	16	23	10	19	5	11	13	45	30	16	18	17	-	38
Covering ventilation holes with lips	11	13	8	8	7	19	39	6	15	10	12	12	5	7	13	45	30	11	9	5	10	-
Pinching filter within fingers	10	5	17	8	12	6	28	9	12	16	5	11	-	4	13	-	-	9	10	6	-	14
Puncture holes in cigarette filter	7	4	11	6	7	-	28	4	9	6	8	7	5	6	13	-	-	8	6	-	-	-
Biting/clenching cigarette filter harder	2	1	2	-	5	-	-	-	3	3	-	2	-	-	-	-	-	-	2	-	-	-
Other method	5	2	10	4	6	7	-	11	-	-	10	5	10	3	3	-	-	2	9	7	12	-
DK/NA	3	5	-	4	4	-	-	6	-	2	5	3	8	3	-	-	-	-	7	-	-	-

176.C Which of the following is your main method of tampering with a cigarette?

Subsample: Smokers who have tampered with a cigarette

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Home maker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Un- skil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	100	37	31	6	11	6	29	11	10	10	24	20	18	18	8	18	23	14	3	54	42	16
WEIGHTED SAMPLE	104	40	35	6	9	5	31	12	9	9	29	21	16	17	7	20	25	18	3	52	49	18
Removing/shortening filter	78	75	81	55	100	88	62	76	57	81	86	84	70	85	91	90	65	83	76	87	68	69
Taping up ventilation holes on filter	17	17	9	40	22	12	17	34	17	24	7	3	9	35	22	9	19	10	-	21	14	28
Covering ventilation holes with lips	11	7	9	10	15	29	7	12	17	16	3	3	-	17	13	10	16	9	-	10	13	20
Pinching filter within fingers	10	9	5	25	-	29	16	-	10	37	5	-	-	26	13	5	10	5	-	14	7	8
Puncture holes in cigarette filter	7	7	6	11	-	29	15	-	-	10	7	10	12	9	9	-	7	8	24	5	9	5
Biting/clenching cigarette filter harder	2	2	3	-	-	-	3	-	10	10	-	-	-	-	13	-	4	-	-	3	-	-
Other method	5	11	3	-	-	-	14	9	36	-	3	-	6	-	-	6	13	-	-	2	9	13
DK/NA	3	2	3	25	-	-	-	-	-	-	3	-	9	5	-	-	4	-	-	3	4	-

176.C Which of the following is your main method of tampering with a cigarette?

Subsample: Smokers who have tampered with a cigarette

		REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	100	14	14	37	35	3	10	5	7	9	7	12	86	18	30	23	29	35	5	16	12	4
WEIGHTED SAMPLE	104	9	14	52	28	4	11	5	4	5	6	13	90	20	32	19	33	38	6	17	12	4
Removing/shortening filter	78	93	73	83	66	100	80	40	57	78	57	68	79	75	75	77	84	81	91	64	83	72
Taping up ventilation holes on filter	17	7	5	15	30	33	-	60	43	23	29	30	19	21	15	19	15	20	-	23	16	-
Covering ventilation holes with lips	11	-	5	14	11	67	-	-	14	34	14	-	12	14	8	13	11	16	9	15	-	-
Pinching filter within fingers	10	-	-	12	15	-	-	20	-	11	29	15	12	5	7	15	13	13	-	3	8	-
Puncture holes in cigarette filter	7	-	5	7	10	-	-	-	14	-	14	10	7	-	5	8	13	5	-	14	-	-
Biting/clenching cigarette filter harder	2	-	-	2	3	-	-	-	-	-	14	-	2	-	3	5	-	5	-	-	-	-
Other method	5	-	16	4	3	-	20	20	-	-	-	7	3	16	6	-	-	3	-	6	17	28
DK/NA	3	-	6	5	-	-	-	-	-	-	-	-	3	-	3	5	4	2	-	5	-	-

176.C Which of the following is your main method of tampering with a cigarette?

Subsample: Smokers who have tampered with a cigarette

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Regular	Slide/ Shel	Flip Top
UNWEIGHTED SAMPLE	100	25	47	28	56	41	80	18
WEIGHTED SAMPLE	104	21	50	32	58	42	82	20
Removing/shortening filter	78	58	80	88	73	87	83	63
Taping up ventilation holes on filter	17	23	18	11	16	15	18	13
Covering ventilation holes with lips	11	-	14	14	14	5	10	15
Pinching filter within fingers	10	4	13	9	12	9	11	7
Puncture holes in cigarette filter	7	13	5	7	11	2	3	21
Biting/clenching cigarette filter harder	2	-	4	-	2	2	2	-
Other method	5	10	4	4	4	8	3	11
DK/NA	3	4	2	5	2	2	3	4

177.C What do you think should be meant by the term "light" or "mild" on cigarette packs?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER	
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Less tar, nicotine and carbon monoxide	62	58	66	58	62	66	65	60	63	64	60	67	48	55	75	54	68	64	59	66	68	66
Lighter or milder taste	22	23	21	23	21	22	22	20	22	18	25	18	33	25	19	17	20	19	25	19	19	21
Less chemicals or additives	20	15	23	25	16	21	14	21	20	20	19	23	11	19	17	24	36	19	20	25	16	32
Less throat irritation (less harsh)	12	14	10	15	10	9	17	15	11	11	13	14	8	10	13	30	18	12	12	8	2	13
Less harmful effects to the health	11	9	13	10	11	16	6	11	12	12	11	13	5	11	13	16	26	12	10	9	8	9
Less addictive	7	5	9	9	7	6	4	6	8	7	7	10	2	6	7	-	9	8	6	8	4	10
Should only refer to type of brand	1	2	1	2	*	3	-	2	1	1	2	1	2	2	2	-	-	1	2	2	3	2
Other	3	4	3	4	3	4	3	2	5	4	3	2	6	5	2	-	-	3	4	3	5	2
DK/NA	10	12	8	9	10	10	14	10	9	12	9	10	10	12	7	7	16	9	12	5	-	9

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Unskil Work		Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65		80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66		70	85	60	105	95	96	25	288	210	74
Less tar, nicotine and carbon monoxide	62	58	71	63	62	64	68	69	51	57	63	68		61	60	56	60	61	70	54	57	70	70
Lighter or milder taste	22	22	23	23	20	22	22	21	16	28	19	24		25	30	18	25	17	17	35	24	18	15
Less chemicals or additives	20	20	25	14	18	16	27	23	24	19	22	16		14	26	12	17	27	16	15	16	25	22
Less throat irritation (less harsh)	12	11	16	9	9	13	10	13	6	10	19	4		7	17	11	8	16	12	8	14	10	8
Less harmful effects to the health	11	12	10	16	9	8	11	6	13	13	15	3		10	13	9	10	11	13	7	11	12	8
Less addictive	7	6	11	7	2	5	9	10	3	4	8	11		5	11	3	3	6	12	8	7	8	4
Should only refer to type of brand	1	2	1	3	2	-	2	-	3	4	1	-		3	1	1	2	3	-	3	1	1	2
Other	3	3	3	5	3	3	2	2	5	2	3	3		3	5	2	5	2	3	-	4	2	2
DK/NA	10	11	2	10	17	16	5	9	13	9	9	8		10	13	16	10	9	6	22	12	7	10

177.C What do you think should be meant by the term "light" or "mild" on cigarette packs?

Subsample: Smokers

		REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Less tar, nicotine and carbon monoxide	62	66	47	73	61	62	51	65	45	62	64	67	68	57	70	62	61	62	69	76	53	52
Lighter or milder taste	22	13	33	17	20	21	29	26	25	3	24	22	17	26	16	16	26	23	21	19	13	37
Less chemicals or additives	20	24	9	26	20	21	12	9	40	14	18	15	24	15	25	16	22	22	14	23	28	11
Less throat irritation (less harsh)	12	7	8	16	13	31	5	9	18	-	13	15	14	15	12	14	8	13	4	10	9	8
Less harmful effects to the health	11	8	5	16	13	19	4	9	27	3	10	13	14	10	9	14	12	9	12	10	16	4
Less addictive	7	8	1	10	9	5	-	4	8	-	13	11	10	2	7	15	8	10	11	9	6	2
Should only refer to type of brand	1	-	2	1	2	-	1	4	5	3	-	2	1	1	2	4	-	*	-	3	-	3
Other	3	1	7	2	3	-	5	4	-	5	-	4	2	3	1	4	5	3	-	2	5	6
DK/NA	10	16	10	6	14	5	14	9	22	24	16	6	10	10	9	9	13	10	6	8	12	9

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Less tar, nicotine and carbon monoxide	62	69	62	59	67	57	62	70
Lighter or milder taste	22	22	21	25	21	25	23	21
Less chemicals or additives	20	24	23	11	24	14	20	22
Less throat irritation (less harsh)	12	14	13	8	14	10	12	14
Less harmful effects to the health	11	13	10	11	14	7	11	9
Less addictive	7	8	8	6	8	6	7	6
Should only refer to type of brand	1	2	1	2	2	1	2	1
Other	3	1	5	4	2	6	4	1
DK/NA	10	8	6	13	7	10	10	4

178.C When you buy cigarettes, how often do you read the side panels to compare tar, nicotine and carbon monoxide levels among brands?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME			RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Other	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Always	6	7	4	10	5	4	3	11	5	5	6	7	4	4	5	7	9	6	6	8	10	4
Sometimes, not every time	36	33	39	43	30	35	40	38	34	34	38	37	37	39	31	26	46	33	40	31	38	29
Never	55	56	54	46	63	58	51	50	58	58	53	54	56	54	62	63	45	59	51	58	50	63
DK/NA	2	3	2	1	2	4	5	1	3	2	3	2	3	3	2	4	-	2	2	3	2	4

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Home maker	Unemployed	Retired	Working	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Always	6	5	10	6	5	2	3	11	7	2	4	7	8	5	7	4	6	6	4	5	8	7
Sometimes, not every time	36	33	42	39	27	45	38	37	33	33	31	41	35	48	43	35	27	34	38	34	39	38
Never	55	60	47	52	67	45	59	52	56	64	62	51	56	44	44	58	63	59	52	58	51	54
DK/NA	2	2	1	3	1	6	1	-	4	1	2	2	1	3	5	2	4	1	5	3	1	1

		REGION				SUB-REGIONS						COMMUNITY SIZE					FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Quebec	Ontario	Western Can.	Toronto	Montreal	Vancouver	Man.	Sask	Alberta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Reform	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Always	6	6	4	6	8	7	4	9	5	14	8	6	7	6	5	9	5	9	3	5	6	5
Sometimes, not every time	36	41	37	40	28	36	40	26	35	27	29	25	36	36	37	35	36	29	48	39	38	42
Never	55	45	57	53	60	57	53	61	57	57	53	67	54	56	56	54	55	60	44	55	50	53
DK/NA	2	7	2	*	4	-	3	4	3	3	8	2	2	2	2	3	3	2	5	1	4	-

178.C When you buy cigarettes, how often do you read the side panels to compare tar, nicotine and carbon monoxide levels among brands?

Subsample: Smokers

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Always	6	7	6	5	7	4	5	9
Sometimes, not every time	36	36	39	34	41	31	38	31
Never	55	56	54	60	52	64	56	60
DK/NA	2	1	*	1	1	1	1	-

179.C Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that switching from smoking a regular cigarette to smoking a light or mild brand can be part of a step-by-step approach to quitting smoking?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Strongly agree	10	9	11	12	12	7	5	12	9	11	9	12	4	9	8	9	9	11	8	8	10	7
Somewhat agree	26	25	28	30	26	24	24	27	26	27	26	29	19	28	28	25	27	27	26	17	14	16
Somewhat disagree	12	12	11	10	10	13	18	9	11	10	13	12	12	12	15	13	7	12	12	12	15	10
Strongly disagree/ DK/NA	52	54	50	48	53	56	52	52	53	51	53	46	65	51	48	53	57	50	54	63	61	68

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME					YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Strongly agree	10	8	13	19	11	6	11	10	10	3	9	21	12	7	10	8	7	14	20	9	9	6
Somewhat agree	26	27	24	20	29	24	29	21	28	31	26	22	23	31	24	29	31	19	17	25	29	27
Somewhat disagree	12	13	6	7	7	21	9	9	13	12	11	8	14	11	9	13	12	12	9	12	11	12
Strongly disagree/ DK/NA	52	52	56	53	52	47	51	60	50	55	53	49	51	51	55	51	50	55	55	53	50	56

		REGION				SUB-REGIONS							COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Quebec	Ontario	Western Can.	Toronto	Montreal	Vancouver	Man.	Sask	Alberta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Reform	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Strongly agree	10	8	4	17	7	5	1	-	15	13	3	4	12	2	14	15	12	15	15	7	13	5
Somewhat agree	26	31	18	32	24	31	21	9	25	22	37	17	30	23	28	26	29	26	28	22	36	24
Somewhat disagree	12	14	13	10	13	17	15	26	10	5	5	22	11	17	8	15	7	9	2	15	16	16
Strongly disagree/ DK/NA	52	47	65	41	55	48	63	65	50	60	53	56	47	58	49	45	52	50	55	57	33	55

179.C Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that switching from smoking a regular cigarette to smoking a light or mild brand can be part of a step-by-step approach to quitting smoking?

Subsample: Smokers

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Regular	Slide/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Strongly agree	10	14	8	10	14	5	11	6
Somewhat agree	26	32	27	21	32	18	27	28
Somewhat disagree	12	9	14	12	12	12	13	8
Strongly disagree/ DK/NA	52	45	51	57	43	64	49	58

180.C In percentage term, how much less harmful material, if any, does a "light" or "mild" cigarette deliver to the smoker compared to a regular cigarette?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME			RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
0%	1	1	1	1	1	-	-	1	1	1	*	1	1	1	1	-	-	-	2	1	4	-
1 to 5%	5	4	7	8	7	2	-	5	5	6	5	5	8	5	6	4	-	5	6	5	-	10
6 to 10%	7	10	5	9	6	10	1	8	8	9	6	5	13	8	6	19	26	7	8	7	9	6
11 to 15%	3	3	3	4	1	5	2	3	3	1	5	3	3	3	2	4	-	4	2	6	6	6
16 to 20%	6	5	7	8	5	5	4	7	6	5	6	6	7	7	4	-	-	6	5	8	8	8
21 to 25%	4	4	4	3	4	4	6	3	4	3	5	5	2	4	6	-	-	5	3	4	6	3
26 to 45%	4	5	3	5	6	3	-	8	3	2	6	3	8	6	1	4	-	3	6	7	-	12
46% or more	5	5	6	4	4	7	8	5	5	5	5	5	4	5	3	31	-	5	5	2	-	3
No difference at all	40	43	38	35	46	40	40	39	42	42	40	41	39	38	46	21	39	42	39	40	50	33
DK/NA	24	20	27	24	19	23	37	20	23	25	22	26	16	22	24	17	36	23	25	21	17	20
Mean	22.0	22.0	21.9	18.3	21.1	25.6	30.7	22.0	21.4	20.3	23.1	23.2	19.0	21.8	18.4	40.8	10.0	22.6	21.0	18.5	14.9	20.3

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
0%	1	1	1	-	-	-	1	-	2	-	1	3	2	-	1	1	-	-	-	1	-	-
1 to 5%	5	6	6	7	1	-	8	3	9	7	6	3	9	9	-	5	6	3	-	5	6	6
6 to 10%	7	8	12	4	9	2	6	10	14	7	10	7	8	6	8	8	7	9	4	7	8	12
11 to 15%	3	2	4	-	7	4	4	2	-	3	4	1	4	2	-	4	5	3	-	4	3	4
16 to 20%	6	6	4	8	2	5	6	11	4	7	5	1	5	2	7	5	9	7	4	5	7	5
21 to 25%	4	4	6	-	4	6	5	13	2	1	6	2	1	8	3	2	-	9	2	2	7	3
26 to 45%	4	5	6	3	2	-	4	7	10	5	1	4	2	5	5	5	7	2	-	4	5	10
46% or more	5	3	9	5	5	9	5	8	1	6	4	6	6	5	2	10	5	1	12	3	8	9
No difference at all	40	41	33	52	41	36	34	34	34	38	40	47	32	39	46	36	39	49	36	43	37	35
DK/NA	24	22	20	21	29	37	27	11	24	26	24	27	30	23	26	24	22	17	41	26	19	15
Mean	22.0	19.6	23.9	22.2	24.5	30.3	20.9	25.8	17.1	22.1	18.7	26.4	20.1	21.3	22.0	25.3	22.5	19.2	33.8	18.4	24.6	26.8

180.C In percentage term, how much less harmful material, if any, does a "light" or "mild" cigarette deliver to the smoker compared to a regular cigarette?

Subsample: Smokers

		REGION							SUB-REGIONS					COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
0%	1	3	1	-	*	-	-	-	3	-	-	-	1	-	1	-	2	*	2	1	-	-
1 to 5%	5	4	8	4	6	2	5	9	5	5	3	8	5	5	2	6	8	5	3	6	9	13
6 to 10%	7	5	13	4	7	7	14	-	10	16	5	2	5	9	10	4	5	6	-	8	3	17
11 to 15%	3	-	3	4	3	2	1	4	3	-	8	2	3	2	3	3	4	4	5	-	-	6
16 to 20%	6	8	7	5	5	7	7	13	3	8	3	6	5	8	4	4	6	7	5	5	3	3
21 to 25%	4	5	2	6	4	-	3	-	3	3	5	4	5	1	4	7	5	5	8	5	3	4
26 to 45%	4	1	8	3	3	7	11	4	3	-	8	2	3	9	2	2	2	3	2	-	7	12
46% or more	5	6	4	7	4	2	4	4	7	-	3	4	6	4	8	4	5	7	2	3	8	5
No difference at all	40	31	38	46	39	50	32	48	25	46	27	50	42	40	43	48	34	44	54	54	35	26
DK/NA	24	37	16	22	29	21	23	17	40	21	37	22	27	22	24	21	27	19	19	18	31	14
Mean	22.0	20.9	18.9	27.5	19.4	21.7	21.0	20.6	20.6	12.9	22.2	19.5	23.8	21.2	25.7	23.4	19.6	25.7	19.7	17.3	24.2	18.3

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
0%	1	1	*	1	1	1	1	1
1 to 5%	5	3	8	4	5	7	5	8
6 to 10%	7	9	6	8	7	9	8	7
11 to 15%	3	4	3	2	4	1	3	3
16 to 20%	6	7	7	2	6	6	6	7
21 to 25%	4	3	5	3	6	1	5	1
26 to 45%	4	2	6	4	4	5	4	3
46% or more	5	10	3	4	7	2	5	5
No difference at all	40	38	36	54	36	49	43	36
DK/NA	24	23	24	19	24	18	20	30
Mean	22.0	25.3	20.1	20.8	24.4	17.4	22.4	19.1

181.C In percentage term, how much less harmful material should a "light" or "mild" cigarette deliver to the smoker compared to a regular cigarette?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
0%	*	-	1	1	-	-	-	1	*	-	1	*	1	-	*	-	-	-	1	-	-	-
1 to 5%	2	2	2	3	3	*	-	3	2	3	1	2	3	1	2	4	-	1	3	2	2	2
6 to 10%	3	3	3	6	2	2	3	5	3	2	4	3	5	4	2	-	6	2	4	3	4	3
11 to 15%	1	2	-	1	1	-	1	*	1	1	1	1	1	1	-	-	7	*	1	1	-	2
16 to 20%	5	5	4	4	4	7	1	5	4	3	6	5	4	3	7	-	-	5	4	4	6	3
21 to 25%	5	3	7	4	6	6	7	4	5	7	5	6	4	4	10	-	-	7	3	4	-	8
26 to 45%	8	10	7	11	9	7	1	7	10	12	6	9	7	7	9	16	-	9	8	12	16	5
46% or more	29	29	28	28	25	38	19	31	30	27	30	28	30	33	21	45	39	31	25	28	22	34
No difference at all	23	25	22	21	28	18	26	23	24	22	24	21	29	25	21	14	30	20	27	25	35	19
DK/NA	23	21	26	21	21	21	40	20	21	23	23	26	17	22	26	20	18	22	24	20	13	25
Mean	41.9	41.0	42.9	38.2	40.4	47.4	44.3	39.9	42.7	42.0	41.9	40.6	44.3	45.8	35.9	59.7	41.2	42.7	40.8	43.9	38.5	47.9

		EMPLOYMENT STATUS						OCCUPATION							HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/Semi Skil	Unskil Work			Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65			80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66			70	85	60	105	95	96	25	288	210	74
0%	*	1	-	-	-	-	1	-	2	1	-	-			1	-	-	1	-	-	-	*	1	2
1 to 5%	2	1	3	3	-	-	1	-	3	1	2	3			8	1	1	1	1	-	2	2	2	2
6 to 10%	3	2	5	6	3	3	3	3	5	1	3	2			1	7	7	2	-	4	2	3	4	1
11 to 15%	1	1	1	-	1	1	-	2	-	-	2	-			1	1	4	-	-	1	-	1	1	2
16 to 20%	5	6	2	5	1	5	4	2	2	5	7	2			2	2	4	8	8	2	4	5	4	6
21 to 25%	5	5	8	7	5	7	9	12	2	3	5	7			7	9	3	3	4	8	4	5	6	3
26 to 45%	8	12	7	7	1	2	9	9	13	7	8	11			2	10	7	9	10	10	-	9	9	5
46% or more	29	28	43	19	31	20	32	37	38	38	21	32			30	21	25	36	31	29	17	24	37	39
No difference at all	23	25	13	27	33	19	18	20	22	22	29	17			21	23	22	19	25	28	31	26	19	22
DK/NA	23	20	17	26	24	41	25	14	12	22	23	27			27	27	27	26	21	20	19	38	25	19	18
Mean	41.9	41.5	43.7	39.7	48.6	41.8	43.7	47.1	41.9	42.7	36.8	43.6			46.3	35.6	38.3	44.9	42.8	41.3	35.8	39.2	45.2	50.6

181.C In percentage term, how much less harmful material should a "light" or "mild" cigarette deliver to the smoker compared to a regular cigarette?

Subsample: Smokers

		REGION				SUB-REGIONS							COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
0%	*	2	1	-	-	-	1	-	-	-	-	-	*	1	-	-	*	-	2	-	-	-
1 to 5%	2	3	3	1	2	2	4	-	3	3	-	2	2	3	1	3	1	2	3	2	3	2
6 to 10%	3	5	5	1	4	-	4	-	7	3	5	2	3	2	3	5	3	1	5	2	7	7
11 to 15%	1	-	2	-	1	-	3	-	3	3	-	-	*	1	*	1	*	1	-	1	-	1
16 to 20%	5	10	5	4	4	2	4	4	3	3	3	6	5	4	5	3	6	5	6	3	7	7
21 to 25%	5	4	4	7	4	2	1	-	-	8	8	2	6	2	6	10	6	5	4	7	5	2
26 to 45%	8	8	7	8	11	10	5	13	8	5	16	12	9	8	10	8	8	9	18	8	5	10
46% or more	29	20	29	34	24	21	29	22	12	32	16	30	28	25	34	26	29	35	14	30	27	31
No difference at all	23	13	28	25	19	45	26	30	20	19	18	19	21	34	17	24	17	24	31	30	11	19
DK/NA	23	35	17	20	30	17	22	30	42	24	32	26	26	21	22	20	28	18	17	18	31	20
Mean	41.9	33.2	43.6	44.6	39.0	41.0	40.6	48.1	29.3	41.9	35.3	42.7	41.2	41.6	43.5	40.4	41.8	46.1	31.9	41.9	34.2	44.5

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
0%	*	1	*	-	*	1	*	1
1 to 5%	2	1	2	2	1	3	2	2
6 to 10%	3	3	3	3	3	4	4	2
11 to 15%	1	1	1	*	1	1	1	-
16 to 20%	5	1	5	9	5	5	4	6
21 to 25%	5	7	6	3	7	3	6	4
26 to 45%	8	9	11	3	10	7	8	13
46% or more	29	35	27	27	33	24	30	28
No difference at all	23	18	21	34	19	30	26	17
DK/NA	23	23	23	18	21	21	20	26
Mean	41.9	44.3	41.1	40.2	42.6	40.7	42.1	40.4

182.C As far as you know, are there any set standards or regulations as to what constitutes a "light" or "mild" cigarette?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Yes, there are standards	14	16	13	17	15	12	12	17	15	14	15	10	25	18	10	18	-	11	19	15	13	18
No, there are no standards	49	49	48	49	56	45	35	49	49	49	49	52	44	43	52	43	68	51	46	56	54	58
DK/NA	37	35	38	34	29	43	51	34	36	37	37	38	31	39	38	39	32	38	35	28	33	24

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME					YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Yes, there are standards	14	14	17	19	15	11	14	22	12	12	12	17	20	17	12	14	18	9	21	12	17	19
No, there are no standards	49	50	58	44	41	37	53	49	43	56	50	52	43	44	47	53	47	56	21	50	51	54
DK/NA	37	36	25	36	43	51	33	29	45	32	38	31	37	39	40	33	35	35	58	38	33	27

		REGION						SUB-REGIONS						COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	Western Can.	Toronto	Montreal	Vancouver	Man.	Sask	Alberta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Reform	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Yes, there are standards	14	10	25	8	14	2	22	13	15	11	16	13	10	14	12	16	16	10	32	6	9	30
No, there are no standards	49	37	44	56	48	52	41	52	30	65	42	52	50	47	48	56	47	58	41	52	50	38
DK/NA	37	53	31	36	38	45	37	35	55	24	39	35	39	40	40	28	36	33	26	42	39	32

182.C As far as you know, are there any set standards or regulations as to what constitutes a "light" or "mild" cigarette?

Subsample: Smokers

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Yes, there are standards	14	16	13	17	13	19	14	17
No, there are no standards	49	45	49	55	53	45	52	44
DK/NA	37	39	38	28	35	37	34	40

183.C As you know, cigarette packages can have a variety of more detailed descriptors, such as "light", "extra light", "ultra light", "mild", "extra mild", "special mild" etc... Would you say that you have a very clear idea of what these descriptors mean, or do you find them confusing?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Find them confusing	59	60	58	61	61	59	52	64	58	61	58	59	60	61	56	61	44	62	56	67	56	73
Clear idea of meaning	29	29	29	30	30	26	34	25	31	28	30	28	32	30	29	25	43	26	33	28	40	20
DK/NA	12	10	13	10	10	15	13	12	10	11	12	13	8	9	14	14	13	12	11	6	4	7

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Find them confusing	59	62	55	71	52	49	59	80	67	53	53	60	61	52	60	61	53	63	58	57	62	69
Clear idea of meaning	29	29	29	20	39	32	29	15	27	34	33	29	30	33	22	30	35	26	20	31	28	21
DK/NA	12	9	16	9	9	17	12	5	6	13	14	12	10	14	16	10	12	10	23	12	10	10

		REGION						SUB-REGIONS						COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Quebec	Ontario	Western Can.	Toronto	Montreal	Vancouver	Man.	Sask	Alberta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Reform	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Find them confusing	59	59	59	62	55	74	63	39	53	70	61	47	59	64	54	58	59	61	57	70	59	59
Clear idea of meaning	29	21	32	28	31	19	30	57	28	19	18	45	28	30	28	28	30	31	38	19	23	33
DK/NA	12	19	8	11	13	7	7	4	20	11	18	8	13	7	18	14	10	8	5	12	17	8

183.C As you know, cigarette packages can have a variety of more detailed descriptors, such as "light", "extra light", "ultra light", "mild", "extra mild", "special mild" etc... Would you say that you have a very clear idea of what these descriptors mean, or do you find them confusing?

Subsample: Smokers

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Find them confusing	59	66	60	54	63	56	61	58
Clear idea of meaning	29	22	31	38	28	33	29	34
DK/NA	12	12	9	8	9	11	10	8

184.C Do you think that there should be more information on cigarette packages about what "light" or "mild" really mean, or do you think that there is already enough information now?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Enough information already	53	56	50	50	50	53	66	51	52	51	54	53	53	52	52	77	50	54	52	60	66	55
Should be more information	38	33	43	43	40	35	26	42	38	38	38	36	43	39	37	19	31	37	39	34	29	37
DK/NA	9	11	8	7	10	12	7	7	10	10	8	11	4	9	10	4	20	9	9	6	5	8

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Enough information already	53	58	42	42	51	59	50	48	49	57	59	46	53	47	55	49	55	61	51	57	48	45
Should be more information	38	34	47	45	42	27	42	47	43	40	31	39	42	35	38	43	33	35	38	33	44	44
DK/NA	9	8	10	13	7	12	8	6	9	3	10	15	5	18	6	7	12	4	11	10	8	11

		REGION						SUB-REGIONS					COMMUNITY SIZE					FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Quebec	Ontario	Western Can.	Toronto	Montreal	Vancouver	Man.	Sask	Alberta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Reform	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Enough information already	53	55	54	50	55	62	53	57	37	54	50	66	52	57	50	50	52	58	67	37	52	57
Should be more information	38	31	42	39	34	21	44	39	45	44	26	29	36	35	41	41	37	33	29	50	34	43
DK/NA	9	14	4	11	11	17	3	4	17	3	21	4	11	8	9	9	10	9	4	13	13	-

184.C Do you think that there should be more information on cigarette packages about what "light" or "mild" really mean, or do you think that there is already enough information now?

Subsample: Smokers

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Enough information already	53	45	56	61	51	57	55	51
Should be more information	38	49	37	32	40	38	38	41
DK/NA	9	6	8	7	8	5	7	8

185.C What kind of additional information on "light" or "mild" would you like to see?

Subsample: Smokers who feel there should be more information on cigarette packages about what "light" and "mild" really mean

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	201	90	111	74	67	41	19	64	105	86	114	134	62	98	59	3	3	101	97	31	9	21
WEIGHTED SAMPLE	200	84	116	68	70	45	17	61	104	87	112	131	64	99	57	4	5	105	93	34	11	21
What does mild & light mean/ definitions & comparisons	37	42	33	47	33	32	23	33	44	43	32	38	33	35	33	82	43	36	38	39	57	26
Clearer info/ graphics	26	25	26	22	25	32	23	29	22	17	32	31	17	19	37	33	29	28	23	14	18	12
Chemical/ingredients	24	18	28	26	22	29	4	28	23	22	24	21	29	27	11	18	-	17	31	28	28	31
% indication	14	13	14	12	15	15	14	15	8	8	18	17	9	13	18	-	-	13	14	15	10	18
Tar & nicotine	10	11	10	5	15	12	7	5	10	12	9	11	11	13	9	-	-	11	10	12	23	8
Toxic	8	9	7	9	8	6	4	10	7	4	10	7	9	8	4	-	-	9	6	14	13	15
Additives	7	9	5	9	5	10	-	11	6	6	8	9	2	4	7	18	-	9	5	3	-	5
Health risks	6	5	8	5	10	6	-	8	6	11	3	9	1	8	4	-	29	3	10	8	18	3
Nicotine	3	4	2	1	-	3	22	-	4	-	5	4	-	1	8	-	-	3	3	-	-	-
Tar	2	3	2	2	-	5	5	2	1	3	2	2	2	1	3	-	-	-	4	-	-	-
Other	1	1	1	1	2	-	4	1	2	2	1	2	-	2	-	-	-	2	1	-	-	-
DK/NA	10	9	10	9	9	6	25	13	8	8	11	8	12	9	15	-	-	11	9	8	5	11

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Un-skil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	201	81	36	22	28	19	66	24	21	30	39	25	35	32	26	42	31	29	11	104	85	29
WEIGHTED SAMPLE	200	81	42	22	23	16	73	24	21	30	37	26	29	30	23	45	31	34	10	96	93	32
What does mild & light mean/ definitions & comparisons	37	36	51	28	36	26	37	31	30	45	41	49	51	26	24	45	29	42	25	34	42	37
Clearer info/ graphics	26	31	24	11	15	22	33	24	45	21	28	25	23	28	20	17	37	35	18	22	30	34
Chemical/ingredients	24	22	33	20	20	12	31	15	34	28	26	22	25	19	27	29	26	11	15	21	28	19
% indication	14	14	16	11	14	14	16	23	3	14	15	12	22	17	14	13	16	4	-	18	11	-
Tar & nicotine	10	13	6	16	8	12	11	14	13	9	10	11	12	10	8	14	2	13	-	11	11	10
Toxic	8	10	10	7	-	-	9	6	14	-	6	22	-	14	9	3	17	6	-	6	10	-
Additives	7	3	8	12	12	6	2	-	8	2	4	13	4	8	4	5	5	17	6	6	8	5
Health risks	6	7	11	7	3	-	11	3	7	7	17	3	3	12	13	8	5	2	-	7	7	2
Nicotine	3	4	1	-	-	14	3	-	7	-	6	-	3	7	-	-	5	4	15	2	2	4
Tar	2	1	5	-	-	5	1	-	-	-	3	4	7	4	-	2	-	-	-	3	1	-
Other	1	2	-	-	3	4	2	4	-	3	-	2	-	4	-	2	-	3	6	2	1	-

(continued)

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Home maker	Unempl oyed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Un-skil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	201	81	36	22	28	19	66	24	21	30	39	25	35	32	26	42	31	29	11	104	85	29
WEIGHTED SAMPLE	200	81	42	22	23	16	73	24	21	30	37	26	29	30	23	45	31	34	10	96	93	32
DK/NA	10	5	11	8	13	26	7	13	-	9	7	9	11	3	11	12	12	4	35	10	7	10

185.C What kind of additional information on "light" or "mild" would you like to see?

Subsample: Smokers who feel there should be more information on cigarette packages about what "light" and "mild" really mean

		REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	201	25	62	55	59	9	32	9	18	16	10	15	139	50	47	48	56	48	13	37	16	26
WEIGHTED SAMPLE	200	16	64	76	44	13	36	8	11	9	8	15	135	57	49	37	57	52	10	35	15	26
What does mild & light mean/ definitions & comparisons	37	31	35	37	42	22	28	67	44	31	29	53	38	33	40	38	38	48	6	36	42	33
Clearer info/ graphics	26	37	17	32	24	67	16	33	17	31	10	32	30	30	30	30	15	21	40	19	36	20
Chemical/ingredients	24	15	27	20	27	11	28	11	28	31	30	23	22	22	34	22	17	19	29	40	20	26
% indication	14	13	9	16	17	-	13	11	17	13	40	6	16	10	15	15	16	14	32	9	12	4
Tar & nicotine	10	4	9	11	14	-	6	-	6	19	20	15	11	4	6	18	16	12	45	9	6	12
Toxic	8	4	9	10	1	-	6	-	6	-	-	-	7	4	16	-	9	6	6	6	14	4
Additives	7	9	2	10	10	-	3	11	11	12	10	6	10	4	13	6	6	16	6	6	6	4
Health risks	6	9	1	11	5	11	-	-	6	-	20	-	9	2	12	4	8	8	7	11	-	2
Nicotine	3	-	-	6	3	11	-	-	6	-	10	-	4	2	1	-	7	6	-	4	-	-
Tar	2	-	3	-	4	-	6	11	-	-	10	6	1	6	2	-	-	-	-	3	6	-
Other	1	8	-	-	4	-	-	-	-	-	20	-	2	-	2	2	2	1	14	-	-	-
DK/NA	10	10	12	10	7	11	13	-	11	19	-	-	9	10	7	12	10	6	-	7	5	12

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	201	76	81	44	122	78	156	37
WEIGHTED SAMPLE	200	76	79	44	124	75	153	39
What does mild & light mean/ definitions & comparisons	37	41	35	35	37	36	33	50
Clearer info/ graphics	26	19	28	32	28	21	25	26
Chemical/ingredients	24	23	27	18	26	21	22	33
% indication	14	11	13	20	16	10	15	9
Tar & nicotine	10	15	8	6	13	7	11	6
Toxic	8	5	8	10	10	3	7	9
Additives	7	8	8	5	9	4	8	6
Health risks	6	6	8	5	6	8	7	4
Nicotine	3	5	2	2	4	2	3	2
Tar	2	2	3	-	1	4	1	2
Other	1	2	-	3	1	2	2	-

(continued)

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	201	76	81	44	122	78	156	37
WEIGHTED SAMPLE	200	76	79	44	124	75	153	39
DK/NA	10	10	9	10	8	12	12	-

186.C What type of package does the cigarette brand that you usually smoke come in? Is it a...

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME			RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Slide and shell	77	79	74	75	79	77	72	71	77	80	74	76	78	80	74	73	86	79	74	80	78	85
Flip top	18	15	20	20	18	17	17	22	19	15	20	20	12	14	20	22	9	17	19	17	19	12
Soft pack/ "crushable" such as Winston's	3	2	3	3	1	3	4	5	2	3	3	1	7	4	2	-	6	2	4	1	3	-
Other	1	-	1	1	-	1	2	1	*	-	1	1	1	*	1	-	-	*	1	-	-	-
DK/NA	2	3	2	1	2	3	3	2	2	2	2	2	2	3	2	4	-	2	2	2	-	4

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME					YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Home maker	Unempl oyed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Slide and shell	77	80	74	79	77	68	74	84	80	73	80	75	77	73	77	73	77	84	71	76	79	77
Flip top	18	17	22	15	14	19	22	12	14	26	16	18	12	21	16	24	18	13	15	18	18	18
Soft pack/ "crushable" such as Winston's	3	2	1	4	5	4	2	2	2	1	1	5	8	3	1	1	1	2	6	3	2	3
Other	1	-	1	-	2	2	1	2	-	-	1	-	3	-	1	-	-	-	5	*	*	1
DK/NA	2	2	1	2	1	5	1	-	4	1	2	2	-	3	3	3	4	1	2	3	1	1

		REGION				SUB-REGIONS							COMMUNITY SIZE					FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Quebec	Ontario	Western Can.	Toronto	Montreal	Vancouver	Man.	Sask	Alberta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Reform	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Slide and shell	77	79	79	82	64	76	86	35	78	97	74	36	75	76	79	70	79	78	86	84	61	84
Flip top	18	15	12	15	30	24	5	52	15	-	16	58	20	18	16	25	15	16	14	13	33	10
Soft pack/ "crushable" such as Winston's	3	-	6	2	*	-	7	-	3	-	-	-	1	3	3	2	2	3	-	-	-	6
Other	1	2	1	-	1	-	-	4	3	-	-	2	1	1	1	-	1	-	-	2	-	-
DK/NA	2	5	2	*	4	-	1	9	3	3	8	4	2	2	2	3	2	3	-	1	4	-

186.C What type of package does the cigarette brand that you usually smoke come in? Is it a...

Subsample: Smokers

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Regular	Slide/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Slide and shell	77	73	75	88	76	82	100	-
Flip top	18	22	20	11	21	14	-	100
Soft pack/ "crushable" such as Winston's	3	3	4	1	2	4	-	-
Other	1	1	1	-	1	1	-	-
DK/NA	2	1	-	*	*	*	-	-

187.C When you open a cigarette package, how often do you look at the back of the "slide" part that holds the cigarettes?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME			RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Other	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Always	9	8	11	11	13	6	2	8	12	11	8	7	16	13	5	-	-	7	12	9	10	9
Sometimes, not every time	22	22	22	22	22	24	18	20	23	25	20	31	1	17	29	7	57	26	17	23	30	18
Never	65	65	64	61	63	65	77	68	60	60	68	59	79	67	64	89	30	64	66	62	60	63
DK/NA	4	5	3	5	2	5	2	4	4	3	5	4	4	3	2	4	13	3	4	6	-	10

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME					YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Home maker	Unemployed	Retired	Working	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Always	9	8	16	17	9	2	12	15	3	9	13	6	7	11	11	13	8	7	1	10	9	9
Sometimes, not every time	22	22	19	16	28	23	20	12	21	29	24	20	23	20	15	22	24	25	22	24	20	13
Never	65	65	62	66	59	69	65	71	68	61	59	70	70	63	70	61	61	65	74	62	67	72
DK/NA	4	5	3	2	4	4	3	2	8	1	3	4	-	6	3	4	7	3	2	4	5	6

		REGION						SUB-REGIONS						COMMUNITY SIZE					FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Quebec	Ontario	Western Can.	Toronto	Montreal	Vancouver	Man.	Sask	Alberta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Reform	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Always	9	8	16	7	6	2	14	-	10	8	5	4	7	8	8	13	10	9	2	8	3	15
Sometimes, not every time	22	43	-	34	22	29	-	26	28	25	21	19	31	14	17	28	31	27	27	22	26	-
Never	65	46	81	55	67	62	84	65	58	64	63	74	58	73	71	56	55	60	71	67	61	82
DK/NA	4	3	4	4	5	7	3	9	5	3	8	4	4	5	4	3	3	4	-	3	9	3

187.C When you open a cigarette package, how often do you look at the back of the "slide" part that holds the cigarettes?

Subsample: Smokers

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Always	9	10	10	9	7	14	10	6
Sometimes, not every time	22	28	19	21	28	14	23	20
Never	65	62	69	65	63	70	65	69
DK/NA	4	-	2	5	2	2	2	5

188.C I am going to read you a list of things that could be placed on the slide of cigarette packages. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree that each of the following would be useful information to have on the slide of a cigarette package:

a) Lists of toxic chemicals in cigarettes

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME			RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Other	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Strongly agree	46	40	51	46	50	47	32	46	46	48	44	45	47	45	43	45	39	44	47	55	47	61
Somewhat agree	27	29	24	27	26	27	28	30	25	26	27	26	28	29	25	20	40	25	29	18	23	16
Somewhat disagree	9	8	10	13	9	5	7	10	9	8	10	8	12	10	11	7	-	8	11	9	3	9
Strongly disagree	13	16	10	9	13	13	21	9	15	14	12	15	9	12	14	23	13	17	8	15	27	8
DK/NA	5	6	4	5	3	7	11	4	5	3	7	5	4	4	6	4	9	6	4	4	-	7

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Un-skil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Strongly agree	46	44	59	51	42	34	51	53	49	47	43	43	48	43	45	39	44	52	34	40	55	51
Somewhat agree	27	25	23	26	31	34	23	20	20	25	31	28	33	27	30	36	21	19	42	30	21	21
Somewhat disagree	9	11	9	8	8	5	13	3	9	13	10	13	10	13	8	10	12	3	4	11	7	5
Strongly disagree	13	16	6	9	13	14	10	21	14	11	13	13	4	10	10	11	18	23	17	12	13	18
DK/NA	5	4	3	6	5	11	2	2	8	3	3	3	4	7	6	4	6	3	2	6	4	5

188.C I am going to read you a list of things that could be placed on the slide of cigarette packages. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree that each of the following would be useful information to have on the slide of a cigarette package:

a) Lists of toxic chemicals in cigarettes

Subsample: Smokers

		REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Strongly agree	46	45	45	46	46	33	55	57	63	52	24	50	46	47	50	41	44	47	42	55	37	44
Somewhat agree	27	30	28	23	30	31	21	22	25	19	40	30	26	24	26	36	24	23	30	20	44	34
Somewhat disagree	9	8	13	8	7	7	12	4	2	5	13	6	8	9	5	11	11	10	-	10	2	16
Strongly disagree	13	9	10	18	11	24	10	9	7	16	10	10	14	15	15	7	13	17	22	9	9	7
DK/NA	5	8	3	5	6	5	3	9	3	8	10	4	6	4	4	4	8	3	5	6	6	-

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Strongly agree	46	53	48	39	50	41	47	50
Somewhat agree	27	24	27	30	26	29	27	26
Somewhat disagree	9	8	8	13	8	11	9	12
Strongly disagree	13	12	13	15	11	17	15	7
DK/NA	5	4	4	3	4	2	3	5

188.C I am going to read you a list of things that could be placed on the slide of cigarette packages. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree that each of the following would be useful information to have on the slide of a cigarette package:

b) Pictures, graphics or written information about the health effects of smoking

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Strongly agree	29	27	31	26	31	31	24	26	32	31	27	26	34	31	33	22	27	29	28	34	24	41
Somewhat agree	29	32	26	34	28	24	31	30	30	29	29	29	31	31	24	30	31	26	33	24	36	16
Somewhat disagree	15	12	17	14	15	16	13	19	11	12	17	14	16	13	15	13	18	14	16	10	15	6
Strongly disagree	23	24	22	23	22	25	21	21	23	25	21	26	15	20	24	31	25	26	19	30	25	33
DK/NA	5	6	4	4	4	4	9	5	4	3	6	5	4	4	4	4	-	4	5	2	-	4

		EMPLOYMENT STATUS						OCCUPATION							HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Strongly agree	29	29	29	30	30	25	29	31	30	35	27	25	26	24	26	24	34	31	30	27	30	33
Somewhat agree	29	29	29	26	31	35	27	27	20	29	35	33	30	31	35	37	18	27	38	31	26	25
Somewhat disagree	15	12	17	19	15	13	18	13	8	11	20	14	20	21	11	12	15	11	15	16	13	9
Strongly disagree	23	26	21	19	22	15	23	29	31	22	17	23	18	18	19	22	29	28	8	21	27	30
DK/NA	5	4	4	6	1	10	3	-	10	3	2	5	5	7	6	5	4	2	8	5	4	3

188.C I am going to read you a list of things that could be placed on the slide of cigarette packages. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree that each of the following would be useful information to have on the slide of a cigarette package:

b) Pictures, graphics or written information about the health effects of smoking

Subsample: Smokers

		REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Strongly agree	29	33	31	24	31	19	37	39	40	38	13	34	28	31	26	31	27	27	35	29	19	31
Somewhat agree	29	36	31	26	29	19	23	22	28	11	45	26	28	22	30	30	36	26	33	28	46	35
Somewhat disagree	15	4	16	16	16	31	14	13	20	13	16	15	14	20	13	19	8	15	9	17	12	18
Strongly disagree	23	20	19	30	18	29	23	22	5	32	13	23	25	25	27	17	20	30	20	19	18	16
DK/NA	5	8	3	4	6	2	3	4	8	5	10	2	5	3	4	3	8	3	4	6	4	-

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Strongly agree	29	35	25	30	29	29	30	24
Somewhat agree	29	25	33	29	31	29	29	31
Somewhat disagree	15	14	13	17	13	18	14	20
Strongly disagree	23	23	26	21	24	23	24	22
DK/NA	5	3	3	2	3	1	3	3

188.C I am going to read you a list of things that could be placed on the slide of cigarette packages. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree that each of the following would be useful information to have on the slide of a cigarette package:

c) A 1-800 number to call for tips on quitting smoking and related health information

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Strongly agree	42	39	44	44	47	39	29	41	46	47	38	40	46	47	41	43	30	41	42	44	43	45
Somewhat agree	29	29	29	30	27	29	33	29	27	26	31	30	26	29	29	40	23	31	26	26	31	23
Somewhat disagree	10	8	12	9	11	11	10	13	6	10	11	9	14	10	11	-	12	8	13	12	8	14
Strongly disagree	15	20	10	14	12	16	20	13	17	14	15	16	11	11	13	13	34	15	15	16	18	15
DK/NA	4	4	4	4	3	5	7	4	4	3	5	5	3	3	5	4	-	5	4	2	-	4

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Strongly agree	42	38	45	57	49	33	41	34	39	49	37	40	50	35	47	43	31	42	38	41	43	41
Somewhat agree	29	29	36	14	30	35	32	35	19	29	39	28	25	31	32	29	27	32	34	29	28	26
Somewhat disagree	10	11	5	16	8	9	13	14	10	7	9	11	15	19	5	11	13	2	15	12	8	8
Strongly disagree	15	19	10	7	11	13	11	16	24	11	14	17	6	11	11	13	24	22	11	13	18	22
DK/NA	4	3	5	6	3	8	3	-	8	3	2	4	5	4	3	4	5	2	2	5	3	3

188.C I am going to read you a list of things that could be placed on the slide of cigarette packages. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree that each of the following would be useful information to have on the slide of a cigarette package:

c) A 1-800 number to call for tips on quitting smoking and related health information

Subsample: Smokers

		REGION				SUB-REGIONS							COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Strongly agree	42	52	44	39	39	17	41	35	50	51	21	40	41	31	46	48	46	45	40	41	30	45
Somewhat agree	29	33	26	30	29	38	27	22	15	11	42	35	30	31	28	29	27	29	22	27	47	29
Somewhat disagree	10	3	14	8	13	14	14	22	17	16	8	13	9	15	5	13	9	8	8	19	3	13
Strongly disagree	15	6	14	19	13	29	16	17	12	16	16	9	15	21	18	8	9	16	28	10	14	12
DK/NA	4	6	3	4	5	2	1	4	5	5	10	2	5	2	3	3	8	3	2	4	4	-

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Strongly agree	42	51	37	42	43	41	42	44
Somewhat agree	29	27	33	25	34	23	28	33
Somewhat disagree	10	9	8	15	9	13	10	13
Strongly disagree	15	11	18	15	11	20	17	8
DK/NA	4	2	3	2	2	2	3	2

188.C I am going to read you a list of things that could be placed on the slide of cigarette packages. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree that each of the following would be useful information to have on the slide of a cigarette package:

d) Information on products to help quit smoking, such as the patch, nicotine gum, etc...

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Strongly agree	34	33	35	32	39	34	26	31	39	37	31	34	33	35	37	23	23	33	34	37	39	36
Somewhat agree	29	26	32	31	27	26	36	32	25	28	30	32	23	29	29	35	5	33	25	25	33	16
Somewhat disagree	15	14	17	16	14	17	15	15	13	15	16	12	25	17	14	15	25	13	19	15	8	21
Strongly disagree	17	22	13	17	17	18	17	18	18	15	19	18	15	14	16	23	28	16	19	21	20	24
DK/NA	4	4	4	4	3	6	5	4	5	4	5	5	3	4	4	4	18	5	4	2	-	4

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Strongly agree	34	31	41	41	41	30	34	27	32	44	29	41	34	35	41	28	29	38	37	34	33	27
Somewhat agree	29	26	32	26	29	36	31	33	15	23	38	27	27	24	31	32	27	34	26	30	29	28
Somewhat disagree	15	18	11	14	11	13	16	22	20	16	15	11	20	23	12	20	13	7	21	17	13	16
Strongly disagree	17	22	10	13	12	15	15	18	25	13	14	18	14	14	9	16	26	19	13	13	23	25
DK/NA	4	3	6	6	6	5	4	-	8	4	4	4	5	4	6	4	5	2	2	5	3	3

188.C I am going to read you a list of things that could be placed on the slide of cigarette packages. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree that each of the following would be useful information to have on the slide of a cigarette package:

d) Information on products to help quit smoking, such as the patch, nicotine gum, etc...

Subsample: Smokers

		REGION				SUB-REGIONS							COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Strongly agree	34	49	31	34	31	14	33	22	40	41	13	34	35	25	35	43	38	36	39	34	21	31
Somewhat agree	29	28	22	33	32	43	21	22	25	19	45	33	32	29	30	28	29	28	22	23	46	27
Somewhat disagree	15	7	26	10	16	14	25	26	15	16	13	18	11	21	9	16	14	14	8	21	11	25
Strongly disagree	17	10	19	20	15	24	21	26	12	19	16	13	17	22	23	11	11	19	27	18	16	16
DK/NA	4	6	3	4	6	5	1	4	8	5	10	2	5	3	3	3	8	3	4	4	4	-

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Strongly agree	34	43	29	34	35	34	36	30
Somewhat agree	29	26	35	25	34	25	28	33
Somewhat disagree	15	13	13	23	14	18	15	17
Strongly disagree	17	15	21	15	15	21	19	16
DK/NA	4	3	3	2	3	2	2	4

189.C Which one of the following would be the best way to present extra information on the "slide" of cigarette packages?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Text (words)	28	28	27	30	29	23	27	27	29	28	27	28	27	27	30	40	9	29	26	30	39	22
Diagram (picture)	21	18	25	20	23	22	18	20	23	20	22	19	26	24	19	17	28	22	20	29	30	26
Statistics (numbers)	13	13	13	15	17	8	7	13	14	15	12	14	12	13	11	4	-	13	13	10	7	13
Graph (chart)	10	10	10	11	8	14	5	10	8	10	10	9	14	10	8	9	13	7	14	12	9	14
Words & pictures	1	1	*	2	*	1	-	2	1	1	1	1	1	1	-	-	-	*	1	2	4	2
Other	1	1	1	*	*	1	4	-	1	2	-	1	1	1	2	7	-	1	1	-	-	-
All equally	8	8	9	10	6	10	6	11	7	8	8	10	4	7	9	-	-	7	10	6	6	6
None of them	10	14	7	7	9	11	19	10	9	9	11	10	10	9	12	6	18	11	9	5	2	8
DK/NA	8	9	7	6	7	10	12	7	7	7	8	8	5	8	8	17	33	9	6	7	4	9

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Un-skil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Text (words)	28	24	33	28	23	30	30	18	28	34	31	16	33	23	17	33	26	31	11	26	31	30
Diagram (picture)	21	26	20	19	15	20	24	29	26	23	25	10	16	20	21	25	21	25	23	19	24	29
Statistics (numbers)	13	13	15	14	15	10	13	15	11	7	15	21	19	10	17	11	16	10	18	13	13	8
Graph (chart)	10	7	11	17	12	7	10	12	4	7	7	17	12	12	12	8	10	8	15	10	10	10
Words & pictures	1	1	-	-	3	-	1	2	-	-	2	-	-	-	-	-	1	2	-	1	1	1
Other	1	1	1	1	-	4	*	-	3	1	-	-	1	-	4	1	-	1	-	1	1	-
All equally	8	10	11	5	6	3	11	10	13	12	4	13	8	10	11	6	10	6	12	10	5	3
None of them	10	10	7	10	13	14	5	10	8	11	7	15	9	12	6	10	10	13	10	11	9	10
DK/NA	8	8	3	6	13	12	6	4	7	4	10	7	3	13	11	8	7	5	10	9	7	8

189.C Which one of the following would be the best way to present extra information on the "slide" of cigarette packages?

Subsample: Smokers

		REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Text (words)	28	32	26	28	27	31	26	35	30	27	24	27	28	29	40	15	23	35	20	25	23	25
Diagram (picture)	21	19	27	17	22	17	30	26	8	29	21	26	19	25	15	22	22	22	25	21	23	33
Statistics (numbers)	13	9	12	12	17	2	14	4	28	19	13	13	14	8	14	17	15	11	16	11	11	13
Graph (chart)	10	5	14	10	6	12	14	13	3	3	3	12	8	13	6	10	10	7	10	18	5	16
Words & pictures	1	-	-	2	*	-	-	-	-	3	-	-	1	-	*	2	1	1	-	1	-	-
Other	1	-	1	1	1	2	-	-	-	-	-	2	1	1	-	3	1	*	-	-	3	-
All equally	8	16	4	10	8	12	5	-	20	3	13	2	10	7	5	15	8	4	8	12	15	3
None of them	10	4	11	12	9	14	5	9	10	10	10	8	10	9	15	7	9	9	18	8	11	10
DK/NA	8	15	6	8	8	10	5	13	3	5	13	9	9	8	4	8	11	10	4	4	7	-

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Text (words)	28	32	27	25	33	21	26	36
Diagram (picture)	21	20	24	20	19	27	23	17
Statistics (numbers)	13	16	11	14	13	13	13	15
Graph (chart)	10	10	7	15	10	11	10	9
Words & pictures	1	-	2	*	1	*	1	-
Other	1	1	1	1	1	1	1	2
All equally	8	8	10	6	9	7	8	10
None of them	10	4	12	15	7	14	12	2
DK/NA	8	7	7	4	7	5	6	8

190.C Which ONE of the following words do you see as being strongest in terms of the degree of hazard it represents?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Poison	42	44	40	50	40	37	39	47	40	42	42	42	43	38	42	27	20	43	41	47	47	47
Danger	18	21	16	16	19	23	13	19	20	18	19	17	23	21	18	36	21	17	20	22	27	20
Hazard	8	6	10	10	5	11	7	6	8	7	9	10	4	8	12	4	-	10	6	5	1	9
Warning	8	6	9	7	10	6	6	9	7	8	8	8	8	8	6	3	18	7	8	4	8	2
Caution	7	6	7	6	5	4	18	6	5	7	7	7	6	6	6	4	-	5	9	6	9	5
Note	1	1	2	*	3	2	-	-	2	3	-	1	2	1	*	-	13	2	1	3	-	5
All equally	11	9	13	7	13	13	11	9	12	11	11	10	13	14	9	16	7	12	10	11	8	11
None	2	2	2	1	3	1	1	3	1	1	2	2	1	1	2	-	21	1	3	1	-	1
DK/NA	2	3	2	1	2	3	3	1	4	2	2	3	*	2	3	11	-	3	2	1	-	1

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/Semi Skil	Unskil Work		Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65		80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66		70	85	60	105	95	96	25	288	210	74
Poison	42	37	46	55	39	40	39	51	36	38	35	44		48	47	43	33	36	50	35	38	49	46
Danger	18	21	18	11	18	19	17	11	13	26	24	23		23	14	10	21	24	16	23	21	15	16
Hazard	8	8	10	7	10	2	12	5	5	11	10	9		8	7	7	12	7	9	7	8	9	3
Warning	8	8	7	8	8	7	8	6	11	6	10	4		3	11	13	6	9	6	11	8	7	3
Caution	7	8	2	3	7	12	7	6	8	2	8	6		9	3	3	6	11	8	7	7	7	8
Note	1	1	4	-	1	-	3	3	4	3	1	-		-	-	1	2	-	2	-	1	2	5
All equally	11	11	10	13	11	15	11	11	19	9	8	12		8	12	16	14	7	6	14	12	9	10
None	2	2	1	-	5	-	1	4	-	3	2	-		1	3	4	2	1	1	-	2	2	7
DK/NA	2	2	3	2	1	3	2	3	4	2	2	2		-	3	3	2	6	1	2	3	1	3

190.C Which ONE of the following words do you see as being strongest in terms of the degree of hazard it represents?

Subsample: Smokers

		REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Poison	42	34	42	41	46	31	47	35	38	62	45	44	42	39	45	42	43	46	47	54	33	38
Danger	18	13	22	20	13	29	23	13	13	19	11	13	17	24	14	25	12	21	11	13	11	29
Hazard	8	12	4	9	10	5	1	17	10	11	11	10	10	5	12	6	10	10	19	7	8	-
Warning	8	8	8	8	7	10	10	17	7	3	3	12	8	11	6	8	6	7	4	7	8	9
Caution	7	5	7	7	8	10	10	9	5	3	13	7	7	9	9	4	4	3	8	2	18	8
Note	1	1	2	2	-	-	1	-	-	-	-	-	1	1	4	-	1	1	-	6	-	2
All equally	11	19	14	8	9	10	7	4	20	-	8	8	10	7	6	10	19	7	11	8	17	12
None	2	-	1	3	2	7	1	-	5	-	-	2	2	3	2	1	1	1	-	3	-	1
DK/NA	2	8	-	2	4	-	-	4	3	3	8	2	3	1	2	4	4	4	-	1	4	-

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Poison	42	46	43	40	44	42	44	37
Danger	18	17	21	16	19	19	19	22
Hazard	8	10	7	10	8	9	8	11
Warning	8	12	6	6	9	6	8	8
Caution	7	4	9	7	7	7	7	8
Note	1	1	1	2	1	2	1	2
All equally	11	7	11	15	9	12	10	12
None	2	2	1	3	1	2	2	-
DK/NA	2	1	1	2	1	1	1	1

191.C Which ONE of the following words do you see as being the second strongest in terms of the degree of hazard it represents?

Subsample: Smokers who say there is one word that is the strongest in terms of the degree of hazard it represents

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME			RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Other	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	446	219	227	145	143	100	58	132	226	194	251	312	124	207	137	14	9	229	214	81	31	48
WEIGHTED SAMPLE	444	216	228	141	144	106	54	128	226	193	251	308	127	210	133	16	11	240	202	88	37	48
Danger	37	38	37	40	35	37	37	45	33	32	42	36	43	37	37	16	38	36	40	38	28	42
Hazard	20	18	21	22	21	16	18	17	22	22	18	24	10	14	22	25	12	22	17	27	40	19
Poison	16	20	13	13	17	19	16	15	18	18	15	16	16	16	16	26	17	17	15	17	15	20
Warning	14	12	16	13	13	15	15	12	15	16	12	11	22	21	11	14	8	12	16	14	14	15
Caution	9	7	10	8	12	7	4	8	8	9	8	9	7	8	9	11	12	8	10	3	3	2
Note	2	1	2	3	1	1	-	3	1	3	1	2	1	1	1	-	-	1	2	1	-	2
All equally	2	2	1	-	-	3	7	*	1	*	2	1	1	2	2	-	12	2	1	-	-	-
None	1	2	*	1	-	2	1	-	2	1	1	1	1	1	2	9	-	1	-	-	-	-
DK/NA	*	-	*	-	-	-	2	-	-	-	*	*	-	-	-	-	-	*	-	-	-	-

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Un-skil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	446	194	73	43	53	52	145	42	40	69	102	55	74	75	47	85	77	79	24	246	175	57
WEIGHTED SAMPLE	444	199	78	43	46	49	149	41	39	66	106	57	64	69	46	85	82	88	21	239	184	59
Danger	37	34	32	49	47	36	33	45	29	41	28	34	37	43	52	33	30	37	29	38	39	46
Hazard	20	18	32	8	13	22	26	26	21	12	19	30	21	14	15	16	22	24	10	15	26	26
Poison	16	22	11	8	20	9	12	9	20	19	25	18	13	12	6	18	27	15	13	19	14	11
Warning	14	13	14	15	11	19	15	8	14	15	19	4	15	10	10	24	8	14	35	14	11	10
Caution	9	8	7	20	5	5	9	6	5	9	7	11	9	17	11	8	3	7	5	10	7	5
Note	2	3	3	-	-	-	4	3	7	1	-	3	2	-	-	-	5	1	-	1	3	2
All equally	2	*	1	-	3	8	-	-	-	1	2	-	3	3	3	-	1	1	8	2	*	-
None	1	2	-	-	-	1	-	3	4	1	-	-	-	1	1	-	3	-	-	2	-	-
DK/NA	*	-	1	-	-	-	1	-	-	1	-	-	-	-	2	-	-	-	-	*	-	-

191.C Which ONE of the following words do you see as being the second strongest in terms of the degree of hazard it represents?

Subsample: Smokers who say there is one word that is the strongest in terms of the degree of hazard it represents

		REGION				SUB-REGIONS							COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	446	58	126	122	140	35	67	21	29	36	31	44	320	123	108	99	116	131	35	61	36	51
WEIGHTED SAMPLE	444	37	130	169	109	49	75	20	18	20	26	45	314	144	106	75	118	140	32	61	34	52
Danger	37	28	44	33	40	20	51	43	34	45	42	40	35	39	45	32	32	30	52	45	34	43
Hazard	20	27	10	24	21	17	9	14	17	22	23	20	23	12	21	29	21	19	15	16	26	18
Poison	16	13	16	18	15	37	15	24	17	8	13	18	16	24	11	13	14	20	10	15	13	13
Warning	14	19	20	9	12	3	15	14	10	17	6	13	11	11	15	13	18	18	8	11	16	23
Caution	9	9	6	10	9	14	6	5	14	6	10	9	9	9	5	10	11	9	13	7	5	3
Note	2	2	2	2	1	-	3	-	-	3	-	-	2	2	2	-	2	*	-	-	6	-
All equally	2	-	1	2	2	3	1	-	7	-	3	-	2	2	1	1	2	2	2	2	-	-
None	1	2	*	2	-	6	-	-	-	-	-	-	1	2	-	2	-	-	-	3	-	-
DK/NA	*	-	-	-	1	-	-	-	-	-	3	-	*	-	1	-	-	1	-	-	-	-

	CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	446	144	194	105	271	171	352	79
WEIGHTED SAMPLE	444	141	191	110	273	169	347	82
Danger	37	37	37	39	35	41	38	31
Hazard	20	22	20	15	22	16	20	21
Poison	16	14	19	15	17	15	17	11
Warning	14	10	14	18	11	18	14	15
Caution	9	13	5	9	10	6	7	15
Note	2	2	2	1	2	1	1	3
All equally	2	2	1	1	2	1	1	2
None	1	-	2	1	1	1	1	2
DK/NA	*	-	*	-	*	-	-	1

192.C Which ONE of the following graphics or pictures do you see as being the strongest in terms of the degree of hazard it represents?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Skull and crossbones	32	35	30	37	29	30	33	36	29	29	35	34	28	31	31	28	41	33	31	30	20	37
Black lung	25	22	27	27	25	22	25	29	23	26	24	22	32	29	24	13	28	23	27	23	34	15
Tombstone	12	11	14	12	16	13	4	11	12	15	10	14	9	9	14	14	7	12	13	20	17	22
Coffin	12	14	10	11	12	11	17	10	13	11	13	13	10	10	11	16	6	12	12	9	13	7
Stop sign	4	4	5	2	6	6	5	3	5	4	5	3	7	6	4	-	-	5	4	7	7	7
Yield sign	1	2	1	1	2	1	-	1	2	2	1	1	1	1	2	-	-	1	1	1	2	-
All equally	7	5	8	5	6	9	7	7	7	6	7	6	7	7	6	3	-	6	7	3	2	5
None	5	5	4	5	3	7	4	2	7	6	4	5	4	5	6	19	18	6	3	4	5	4
DK/NA	2	2	1	1	2	1	5	1	2	1	2	2	2	2	1	8	-	1	2	2	-	4

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Skull and crossbones	32	34	30	30	29	31	32	44	26	28	33	34	22	34	31	32	39	35	31	30	35	32
Black lung	25	27	21	19	26	26	26	15	37	32	25	18	33	24	31	16	25	24	26	27	23	19
Tombstone	12	12	18	12	14	4	16	11	12	11	14	22	16	13	11	13	9	10	13	13	11	11
Coffin	12	9	21	18	12	12	10	6	10	14	15	10	16	12	7	10	9	20	15	8	17	13
Stop sign	4	3	3	6	4	9	4	9	-	-	4	3	5	2	2	10	4	3	-	4	5	10
Yield sign	1	2	-	-	-	-	1	-	3	2	1	-	-	-	-	3	3	1	-	2	1	-
All equally	7	6	6	13	6	3	8	8	5	5	5	10	5	6	9	12	5	3	3	8	4	5
None	5	6	1	2	8	6	3	7	6	6	1	3	1	7	5	3	5	5	7	5	4	10
DK/NA	2	2	1	-	-	7	*	-	2	1	2	1	1	3	2	2	2	-	5	2	1	-

192.C Which ONE of the following graphics or pictures do you see as being the strongest in terms of the degree of hazard it represents?

Subsample: Smokers

		REGION					SUB-REGIONS						COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Skull and crossbones	32	25	27	38	32	40	30	43	30	38	34	30	34	36	38	25	28	34	34	44	34	20
Black lung	25	30	33	21	19	21	36	22	30	16	18	15	22	29	21	21	26	25	17	19	15	40
Tombstone	12	8	9	12	18	-	12	22	7	16	16	26	14	9	14	17	12	11	19	15	18	11
Coffin	12	12	11	13	13	14	10	-	15	21	5	14	13	10	13	19	10	12	16	12	7	14
Stop sign	4	1	7	4	3	-	5	4	-	3	5	4	3	3	4	3	7	5	10	-	3	9
Yield sign	1	1	1	*	3	-	1	-	3	3	-	4	1	1	1	1	2	1	-	-	5	2
All equally	7	17	6	4	6	10	-	4	10	3	11	4	7	4	7	9	8	5	2	4	8	4
None	5	2	4	8	1	14	4	-	3	-	-	2	5	7	2	3	5	5	2	4	6	-
DK/NA	2	3	2	-	3	-	1	4	3	-	8	2	2	1	1	1	2	2	-	2	2	-

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Skull and crossbones	32	34	33	31	34	31	35	29
Black lung	25	26	27	24	24	29	26	19
Tombstone	12	10	15	11	14	10	12	17
Coffin	12	16	12	9	13	12	12	13
Stop sign	4	4	3	8	4	6	5	4
Yield sign	1	1	1	2	1	1	1	2
All equally	7	3	7	8	6	5	4	14
None	5	5	3	7	3	6	5	2
DK/NA	2	-	*	1	*	*	*	-

193.C Which one of the following graphics or pictures do you see as being the second strongest in terms of the degree of hazard it represents?

Subsample: Smokers who mentioned one graphic or picture as being the strongest in terms of degree of hazard

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	461	224	237	146	155	102	58	136	235	198	262	322	128	214	141	12	11	239	218	85	33	49
WEIGHTED SAMPLE	457	221	236	140	157	106	53	133	232	197	259	315	131	219	134	16	13	246	208	90	37	49
Tombstone	25	22	28	30	23	22	27	26	24	23	27	25	27	21	31	15	7	24	26	22	14	25
Black lung	22	26	18	19	19	26	28	22	21	21	22	23	18	22	19	9	28	23	20	14	17	13
Coffin	19	20	18	21	23	18	5	18	22	23	16	21	16	20	19	-	21	21	17	25	22	26
Skull and crossbones	18	16	20	17	19	18	18	20	16	15	20	16	22	18	17	29	24	14	23	24	28	24
Stop sign	11	11	10	9	13	10	10	9	11	12	9	10	10	12	8	29	16	13	7	8	15	4
Yield sign	2	2	2	2	2	2	3	3	1	1	2	1	3	2	2	-	-	1	3	3	3	2
All equally	3	4	1	2	2	3	3	1	4	4	2	3	2	3	4	18	-	3	2	3	2	3
None	1	1	1	1	-	1	5	1	1	*	2	1	2	2	*	-	5	1	1	1	-	1
DK/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	461	202	76	44	54	54	150	44	46	71	106	54	75	76	52	87	79	81	24	252	184	62
WEIGHTED SAMPLE	457	204	83	43	48	51	154	43	44	67	112	56	65	72	50	87	83	88	21	243	191	63
Tombstone	25	23	27	38	19	27	23	34	17	33	18	20	24	26	34	26	29	18	20	28	23	27
Black lung	22	18	19	26	28	28	17	12	20	10	29	21	18	24	15	20	26	27	26	21	22	16
Coffin	19	25	15	15	19	4	23	20	34	17	23	21	17	11	22	23	13	24	22	21	16	16
Skull and crossbones	18	20	18	9	20	18	21	12	23	21	18	23	23	22	12	19	15	16	9	16	22	23
Stop sign	11	8	17	7	11	12	13	15	6	15	6	12	10	10	9	9	12	12	15	8	13	11
Yield sign	2	1	-	3	1	3	1	2	-	2	1	-	4	3	2	3	-	-	5	2	2	2
All equally	3	4	2	1	-	3	2	3	-	2	5	2	1	2	6	-	5	3	4	3	2	2
None	1	*	1	-	2	5	*	1	-	-	1	2	3	1	-	1	1	1	-	1	1	2
DK/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

193.C Which one of the following graphics or pictures do you see as being the second strongest in terms of the degree of hazard it represents?

Subsample: Smokers who mentioned one graphic or picture as being the strongest in terms of degree of hazard

		REGION				SUB-REGIONS							COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	461	61	131	123	146	32	69	21	34	36	30	46	330	122	109	101	129	130	38	64	37	56
WEIGHTED SAMPLE	457	39	135	169	114	45	78	20	21	20	25	47	322	142	107	77	131	138	35	63	36	58
Tombstone	25	27	27	17	34	6	30	33	41	39	30	31	24	23	30	27	23	16	31	27	24	21
Black lung	22	17	18	26	21	53	13	24	15	19	27	22	23	27	18	19	21	25	22	20	23	22
Coffin	19	23	15	21	21	13	17	33	18	20	14	27	21	18	18	24	19	19	24	32	26	13
Skull and crossbones	18	20	24	17	12	19	22	-	9	11	20	9	16	18	19	12	21	24	14	10	12	24
Stop sign	11	7	10	16	5	3	9	5	6	6	7	4	11	6	13	12	12	12	6	8	11	9
Yield sign	2	5	3	1	1	-	4	5	3	-	-	2	1	3	1	2	1	1	2	-	-	5
All equally	3	2	2	3	4	6	1	-	3	3	3	5	3	3	1	3	3	3	-	1	4	2
None	1	-	2	-	2	-	3	-	6	3	-	-	1	2	1	1	*	-	2	1	-	4
DK/NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

	CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	461	147	200	112	274	182	367	78
WEIGHTED SAMPLE	457	143	196	115	277	176	362	79
Tombstone	25	31	23	22	24	27	24	29
Black lung	22	18	22	26	21	22	21	25
Coffin	19	13	25	15	20	18	19	18
Skull and crossbones	18	17	17	20	19	17	19	14
Stop sign	11	15	7	11	12	8	12	6
Yield sign	2	3	1	3	2	2	1	5
All equally	3	2	3	2	2	3	3	1
None	1	-	2	1	*	2	1	1
DK/NA	-	-	-	-	-	-	-	-

194.C If a cigarette pack had a statement on it saying "ADDITIVE-FREE" what would this mean to you in terms of how toxic the cigarettes in the pack would be? Would it tell you that the cigarettes were less toxic, more toxic or just as toxic as cigarettes without this statement on the pack?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
"Additive-free" cigarettes are less toxic	41	41	41	47	38	39	40	44	43	40	41	44	36	39	47	20	26	42	40	39	43	37
"Additive-free" cigarettes are more toxic	2	1	3	1	5	-	1	1	3	2	2	2	2	2	3	-	-	2	2	-	-	-
"Additive-free" cigarettes are just as toxic	43	41	45	40	48	41	40	42	41	45	41	39	50	45	38	50	58	46	40	49	49	48
DK/NA	14	16	11	12	10	19	17	12	12	12	15	14	13	15	11	30	16	10	18	12	8	15

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/Semi Skil	Unskil Work		Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65		80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66		70	85	60	105	95	96	25	288	210	74
"Additive-free" cigarettes are less toxic	41	41	40	44	40	44	41	42	45	38	40	38		35	45	40	38	37	51	23	40	45	36
"Additive-free" cigarettes are more toxic	2	2	3	-	-	1	4	6	-	-	1	6		2	1	2	3	2	3	6	3	1	2
"Additive-free" cigarettes are just as toxic	43	42	45	46	41	38	43	39	45	55	36	40		47	31	45	53	37	43	48	41	45	51
DK/NA	14	15	12	10	19	17	13	14	11	7	22	17		16	23	12	5	25	3	24	16	9	11

194.C If a cigarette pack had a statement on it saying "ADDITIVE-FREE" what would this mean to you in terms of how toxic the cigarettes in the pack would be? Would it tell you that the cigarettes were less toxic, more toxic or just as toxic as cigarettes without this statement on the pack?

Subsample: Smokers

		REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
"Additive-free" cigarettes are less toxic	41	46	35	42	46	43	32	48	58	33	26	57	44	38	43	40	44	37	41	32	56	43
"Additive-free" cigarettes are more toxic	2	-	2	3	2	-	1	-	-	3	8	-	2	1	-	4	4	2	4	1	3	4
"Additive-free" cigarettes are just as toxic	43	34	51	39	42	24	52	39	33	54	50	37	39	40	45	49	41	50	48	49	22	45
DK/NA	14	19	13	16	9	33	15	13	10	11	13	6	14	21	12	7	11	11	7	18	16	8

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
"Additive-free" cigarettes are less toxic	41	44	42	39	42	42	42	40
"Additive-free" cigarettes are more toxic	2	2	2	3	2	3	2	3
"Additive-free" cigarettes are just as toxic	43	45	41	46	45	41	44	41
DK/NA	14	8	15	11	11	13	12	16

195.C If a cigarette pack had a statement on it saying "100% NATURAL TOBACCO" what would this mean to you in terms of how toxic the cigarettes in the pack would be? Would it tell you that the cigarettes were less toxic, more toxic or just as toxic as cigarettes without this statement on the pack?

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
"100% natural tobacco" cigarettes are less toxic	38	39	37	45	35	33	38	42	39	43	34	38	39	40	34	42	18	38	38	31	32	30
"100% natural tobacco" cigarettes are more toxic	5	6	5	5	7	2	11	6	6	2	8	7	3	4	9	-	-	6	5	1	4	-
"100% natural tobacco" cigarettes are just as toxic	45	44	47	41	50	50	34	44	44	44	47	42	54	47	43	47	65	46	46	58	53	60
DK/NA	11	10	12	9	8	16	16	8	11	11	11	13	5	8	14	11	18	11	11	10	11	10

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
"100% natural tobacco" cigarettes are less toxic	38	39	42	37	37	34	38	38	47	33	41	38	41	48	27	39	37	36	32	42	33	24
"100% natural tobacco" cigarettes are more toxic	5	2	8	2	5	13	5	3	3	3	4	8	4	9	8	2	8	3	13	5	5	5
"100% natural tobacco" cigarettes are just as toxic	45	48	42	53	45	37	46	55	44	57	39	42	45	29	54	52	38	54	45	38	55	65
DK/NA	11	12	7	9	14	15	12	4	6	7	17	12	11	15	9	7	17	7	10	14	7	7

195.C If a cigarette pack had a statement on it saying "100% NATURAL TOBACCO" what would this mean to you in terms of how toxic the cigarettes in the pack would be? Would it tell you that the cigarettes were less toxic, more toxic or just as toxic as cigarettes without this statement on the pack?

Subsample: Smokers

		REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
"100% natural tobacco" cigarettes are less toxic	38	36	38	34	44	33	37	43	43	46	29	54	38	37	31	35	46	33	32	27	66	35
"100% natural tobacco" cigarettes are more toxic	5	6	3	8	5	-	1	-	5	3	11	2	7	1	6	9	7	8	6	6	2	4
"100% natural tobacco" cigarettes are just as toxic	45	42	55	42	41	36	58	39	42	43	45	37	42	47	54	47	36	50	58	53	19	56
DK/NA	11	16	5	16	9	31	4	17	10	8	13	7	14	16	9	8	10	10	4	14	12	5

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
"100% natural tobacco" cigarettes are less toxic	38	36	41	39	38	39	37	43
"100% natural tobacco" cigarettes are more toxic	5	5	5	7	7	4	5	8
"100% natural tobacco" cigarettes are just as toxic	45	51	45	44	46	47	49	36
DK/NA	11	8	9	10	9	10	8	13

196.C Have you ever been advised by a health professional such as a doctor, pharmacist or nurse to do any of the following things?

a) Switch from regular to "light" or "mild" cigarettes

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Yes	10	7	12	10	10	9	8	7	11	12	7	10	7	8	12	23	9	10	9	9	12	8
No	88	89	87	88	88	87	88	91	85	85	90	87	91	88	85	73	82	87	89	88	86	88
DK/NA	3	3	2	2	2	4	3	2	3	2	3	2	2	3	2	4	9	3	2	3	2	4

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME					YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Yes	10	10	10	13	6	12	13	8	16	9	9	6	9	7	12	8	17	7	12	10	9	13
No	88	88	89	84	89	83	86	92	80	89	87	92	90	91	83	90	79	93	85	87	89	85
DK/NA	3	2	2	3	5	4	1	-	4	2	3	2	1	2	4	2	4	1	2	3	2	2

		REGION						SUB-REGIONS						COMMUNITY SIZE					FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	Western Can.	Toronto	Montreal	Van couver	Man.	Sask	Alberta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Reform	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Yes	10	8	8	13	7	10	10	9	5	8	5	8	10	9	6	8	13	10	13	4	18	6
No	88	86	91	86	89	88	89	87	90	89	85	90	87	88	91	88	85	88	87	93	77	94
DK/NA	3	6	2	1	4	2	1	4	5	3	8	2	3	2	3	4	2	3	-	3	4	-

196.C Have you ever been advised by a health professional such as a doctor, pharmacist or nurse to do any of the following things?

a) Switch from regular to "light" or "mild" cigarettes

Subsample: Smokers

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli- de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Yes	10	9	12	7	12	5	10	8
No	88	90	87	93	87	94	90	90
DK/NA	3	1	1	-	1	1	*	2

196.C Have you ever been advised by a health professional such as a doctor, pharmacist or nurse to do any of the following things?

b) Quit smoking

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Yes	68	63	73	60	70	76	68	58	76	71	66	69	67	69	71	86	34	73	62	69	71	67
No	30	34	26	39	28	21	29	41	21	26	32	29	31	28	28	10	57	24	36	29	29	30
DK/NA	2	3	1	1	2	4	2	1	3	2	2	2	2	3	1	4	9	3	1	2	-	4

		EMPLOYMENT STATUS						OCCUPATION					HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Homemaker	Unemployed	Retired	Working	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Yes	68	71	76	66	57	73	76	69	67	74	69	70	73	57	55	75	70	71	61	67	71	72
No	30	27	23	32	41	22	23	31	29	25	28	28	27	41	39	23	26	29	37	30	28	27
DK/NA	2	2	1	2	3	4	1	-	4	1	3	2	-	2	4	2	4	1	2	2	1	1

		REGION						SUB-REGIONS					COMMUNITY SIZE					FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Quebec	Ontario	Western Can.	Toronto	Montreal	Vancouver	Man.	Sask	Alberta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Reform	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Yes	68	73	65	72	65	60	60	61	57	78	48	74	70	60	72	68	74	77	67	64	61	64
No	30	25	34	27	31	38	38	35	40	19	42	25	28	38	26	30	24	21	33	33	33	36
DK/NA	2	2	2	1	4	2	1	4	3	3	8	2	2	2	2	2	2	2	-	3	4	-

196.C Have you ever been advised by a health professional such as a doctor, pharmacist or nurse to do any of the following things?

b) Quit smoking

Subsample: Smokers

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Reg ular	Sli-de/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Yes	68	64	67	80	70	69	68	77
No	30	35	33	20	29	31	32	22
DK/NA	2	1	-	-	*	-	-	2

196.C Have you ever been advised by a health professional such as a doctor, pharmacist or nurse to do any of the following things?

c) Cut back on number of cigarettes you smoke per day

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Yes	48	42	53	47	46	54	42	46	50	54	43	50	44	49	47	60	26	50	45	55	58	55
No	50	55	45	51	52	43	55	53	47	43	55	48	54	48	51	36	66	47	53	43	42	42
DK/NA	2	3	1	1	2	4	2	1	3	2	2	2	2	3	1	4	9	3	2	2	-	4

		EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME					YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Home maker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Yes	48	50	52	49	50	43	57	52	40	60	45	53	46	37	44	50	52	52	43	49	47	46
No	50	48	46	50	47	52	42	48	56	39	52	45	54	61	51	48	44	47	55	48	51	53
DK/NA	2	2	1	2	4	4	1	-	4	1	3	2	1	2	4	2	4	1	2	3	1	1

		REGION				SUB-REGIONS							COMMUNITY SIZE					FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Quebec	Ontario	Western Can.	Toronto	Montreal	Vancouver	Man.	Sask	Alberta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Reform	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Yes	48	35	42	58	45	55	42	43	40	54	34	51	50	47	51	48	46	54	55	47	46	43
No	50	63	56	41	50	43	56	52	55	44	56	47	47	51	47	50	51	44	45	50	49	57
DK/NA	2	2	2	1	4	2	1	4	5	3	8	2	2	2	2	2	2	2	-	3	4	-

196.C Have you ever been advised by a health professional such as a doctor, pharmacist or nurse to do any of the following things?

c) Cut back on number of cigarettes you smoke per day

Subsample: Smokers

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Regular	Slide/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Yes	48	39	51	58	47	53	50	43
No	50	60	49	42	53	47	50	56
DK/NA	2	1	-	-	*	*	*	2

196.C Have you ever been advised by a health professional such as a doctor, pharmacist or nurse to do any of the following things?

d) Take up smoking to deal with stress or to lose weight

Subsample: Smokers

		GENDER		AGE				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME			RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Single	Married	Yes	No	English	French	Other	Cath	Prot	Europe	Other	Own	Rent	Yes	Private Sect	Public Sect
UNWEIGHTED SAMPLE	532	257	275	162	176	123	71	150	279	232	298	375	145	250	163	18	13	280	247	94	35	56
WEIGHTED SAMPLE	525	253	272	157	176	128	64	147	274	227	297	363	149	253	155	22	16	286	235	99	40	56
Yes	4	3	5	4	3	4	4	6	3	4	3	4	5	2	6	-	-	4	3	2	-	4
No	94	94	94	94	95	93	93	93	93	93	95	94	93	95	92	96	100	93	95	95	100	92
DK/NA	2	2	2	1	2	3	2	1	3	2	2	2	3	3	2	4	-	2	2	3	-	5

		EMPLOYMENT STATUS						OCCUPATION							HOUSEHOLD INCOME					YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Home maker	Unemployed	Retired	Working Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Unskil Work	Less than $15K	$15K to $25K	$25K to $35K	$35K to $50K	$50K to $70K	$70K or More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	532	231	85	51	62	66	171	51	52	79	116	65	80	92	65	104	90	87	29	300	200	71
WEIGHTED SAMPLE	525	235	90	50	56	61	174	51	50	76	120	66	70	85	60	105	95	96	25	288	210	74
Yes	4	3	5	9	4	3	4	4	3	1	3	6	5	3	-	4	6	2	5	3	4	2
No	94	95	93	89	95	92	95	95	94	98	94	92	95	95	97	94	88	97	93	94	94	96
DK/NA	2	3	1	2	1	4	2	1	4	1	3	2	1	2	2	2	5	1	2	2	2	2

		REGION						SUB-REGIONS						COMMUNITY SIZE					FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Quebec	Ontario	Western Can.	Toronto	Montreal	Vancouver	Man.	Sask	Alberta	B.C.	Can. excl Que	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Reform	Bloc Que.
UNWEIGHTED SAMPLE	532	80	147	140	165	42	73	23	40	37	38	50	385	138	122	118	154	151	40	71	45	59
WEIGHTED SAMPLE	525	51	153	193	128	59	82	22	25	21	32	51	372	163	118	89	155	159	36	70	44	61
Yes	4	4	4	4	3	-	3	-	8	-	3	2	4	1	3	4	7	6	5	1	2	3
No	94	93	94	96	92	100	96	96	85	97	87	96	94	97	95	93	91	92	95	98	92	97
DK/NA	2	2	2	*	5	-	1	4	7	3	8	2	2	1	2	4	2	3	-	1	4	-

196.C Have you ever been advised by a health professional such as a doctor, pharmacist or nurse to do any of the following things?

d) Take up smoking to deal with stress or to lose weight

Subsample: Smokers

		CIG./DAY Q153			BRND Q160		PACK Q186	
	TOTAL	10 or Less	11 to 24	25 or More	Lght or Mild	Regular	Slide/ Shel	Flip Top
UNWEIGHTED SAMPLE	532	160	222	133	309	201	408	92
WEIGHTED SAMPLE	525	157	217	137	308	197	402	94
Yes	4	5	4	2	3	5	4	4
No	94	95	95	98	97	94	96	96
DK/NA	2	*	1	-	*	1	*	1

Methodology

The results of this survey are derived from 2,000 interviews carried out in the homes of the respondents between December 28, 1998 and January 31, 1999: 270 in the Atlantic Provinces, 489 in Quebec, 524 in Ontario and 717 in the Western Provinces.

Questionnaire

The pre-coded questionnaire included questions for the core report as well as client questions which are not published in the report. The questionnaire was pre-tested in both English and French before being sent to interviewers.

Data Collection and Quality Control

The questionnaires are distributed, through regional supervisors, to approximately 150 experienced interviewers across the country. The supervisors are also responsible for training the interviewers and for briefing them on the specific instructions accompanying each survey.

Each interviewer also receives a map of his or her allocated area. On the map, the pre-selected block or blocks in which he or she must carry out his or her interviews are indicated. Starting with a pre-selected address, the interviewer must complete the number of interviews that he or she has been allocated, according to the age and sex quotas indicated on his or her route map. Only one respondent is interviewed per household. The questioning is carried out in the language chosen by the respondent.

In order to check the quality of work completed and the accuracy of the indicated responses, ten percent of each interviewer's respondents are re-contacted by the Field Director. In questionable cases, or when high standards have not been respected, the questionnaires are rejected.

Sample

The sample is drawn in such a way that it represents the Canadian population aged 18 or over with the exception of those Canadians living in the Yukon or Northwest Territories or in institutions (armed forces barracks, hospitals, prisons).

The sampling model relies on stratification of the population by 10 regions (Atlantic, Montreal CMA, the rest of Quebec, Toronto CMA, the rest of Ontario, Manitoba, Saskatchewan, Alberta, Vancouver CMA, and the rest of British Columbia) and by four community sizes (1,000,000 inhabitants or more, 100,000 to 1,000,000 inhabitants, 5,000 to 100,000 inhabitants, and under 5,000 inhabitants).

The sample also relies on a gender quota, an age quota, and a working women quota.

Approximately 191 sampling points are used.

The number of cases in each region may not necessarily reflect its actual weight. The samples for some regions have been augmented in order to attain a sufficient number of cases for analysis. The results are then weighted during data processing to give each sampling stratum its proper weight.

Data Processing

Following the data collection operations, all questionnaires are edited and prepared for computer processing. Call-backs are carried out in cases where data collected are not sufficiently specific. Responses to open-ended questions are analysed and coded. Following this preparation step, the data are entered into the computer and weighted according to the actual population of each of the regions. The weighted and unweighted sample sizes are listed on the following pages.

The tabular analysis is presented separately.

Margin of Error

The margin of error for a stratified probability sample of this size is estimated to be $\pm$ 2.2 percentage points, 19 times in 20. The margin of error increases in the case of a modified probability sample, such as the one used for this survey, and also for results pertaining to regional or socio-demographic sub-groups of the total sample.

Respondent Distribution by Analysis Criteria

	Sample				
TOTAL SAMPLE	Approx Margin of Error[1]	N=2,000	Before Weighting %	After Weighting N= 2,000 %	1996 Census[2] 21,693,400 %
SEX					
Men		956	48	48	48
Women		1,044	52	52	52
Working Women		611	31	30	31[3]
AGE GROUP					
18 - 29		479	24	24	22
30 - 44		605	30	30	34
45 - 59		479	24	24	23
60 and over		437	22	22	22
REGIONS					
Atlantic Provinces	6.0	270	14	9	9
- Newfoundland	13.5	(61)	(3)	(2)	(2)
- Prince Edward Island	18.0	(26)	(1)	(*)	(*)
- New Brunswick	11.0	(74)	(4)	(3)	(3)
- Nova Scotia	10.0	(109)	(5)	(3)	(3)
Quebec	4.5	489	24	25	25
- Montreal Region	6.5	(190)	(10)	(11)	(14)
Ontario	4.3	524	26	37	37
- Toronto Region	7.4	(185)	(9)	(13)	(16)
West	3.7	717	36	29	29
- Manitoba	8.5	(131)	(7)	(4)	(4)
- Saskatchewan	8.5	(130)	(7)	(4)	(3)
- Alberta	6.5	(220)	(11)	(9)	(9)
- British Columbia	6.5	(236)	(12)	(12)	(13)

* Fewer than one percent

[1] For a strict probability sample of this size, 19 times in 20

[2] Canadians aged 18 or over in 1996, excluding those in the Yukon and Northwest Territories

[3] Population 15 years of age and older 1996

Respondent Distribution by Analysis Criteria

	SAMPLE			
TOTAL SAMPLE	N=2,000	Before Weighting %	After Weighting N=2,000 %	1996 Census %
NON-BRITISH IMMIGRANT				
Europe	93	5	5	5[3]
Other	93	5	5	10[3]
TENURE				
Own	1,284	64	65	64[4]
Rent	694	35	34	36[4]
COMMUNITY SIZE				
1,000,000 and over	485	24	29	33[1]
100,000 to 999,999	486	24	25	23[1]
5,000 to 99,999	480	24	18	16[1]
Less than 5,000	549	27	28	28[1]
EDUCATION				
0-8 years	173	9	9	[2]
9-13 years	971	48	47	[2]
14+ years	841	42	43	[2]
University degree	358	18	18	14[3]
MARITAL STATUS				
Single	477	24	24	32[3]
Married (or living as a couple)	1,172	59	58	51[3]
Other (divorced, widowed, separated)	340	16	16	16[3]

[1] Canadians of all ages excluding Northwest Territories and Yukon

[2] Report/omnibus categories are not comparable to those of Statistics Canada

[3] Population 15 years of age and older 1996

[4] Total dwellings in 1996

Respondent Distribution by Analysis Criteria

	SAMPLE			
TOTAL SAMPLE	**N=2,000**	**Before Weighting %**	**After Weighting N=2,000 %**	**1996 Census %**
LANGUAGE (Most often spoken at home)				
French	486	24	25	22[1]
English	1,433	72	70	67[1]
EMPLOYMENT STATUS				
In the work force	1,281	63	63	68[3]
Homemaker	193	10	10	[2]
Other (student, retired)	511	26	26	[2]
OCCUPATION (of work force)				
Professionals, administrators, and owners of big business	245	12	12	[2]
Technicians, semi-professionals, administrators and owners of small business	199	10	10	[2]
Office workers (white collar), service, sales	283	14	14	[2]
Tradespeople, skilled and semi-skilled workers (blue collar)	291	15	15	[2]
Unskilled workers, farmers and fishermen	219	11	11	[2]

[1] Population 15 years of age and older 1996 (mother tongue)

[2] Report/omnibus categories are not comparable to those of Statistics Canada

[3] Population 15 years of age and older 1996

Respondent Distribution by Analysis Criteria

	SAMPLE			
TOTAL SAMPLE	**N=2,000**	**Before Weighting %**	**After Weighting N=2,000 %**	**1996 Census %**
INCOME				
Under $15,000	253	12	12	17
$15,000 to $24,999	312	16	15	15
$25,000 to $34,999	304	15	15	15
$35,000 to $49,999	380	19	19	20
$50,000 to $69,999	336	16	18	16
$70,000 and over	351	17	19	18
UNION MEMBERSHIP				
Respondent	320	16	16	[1]
TYPE OF UNION				
Private sector	102	5	6	[1]
Public sector	202	10	10	[1]
FEDERAL POLITICAL ORIENTATION[2]				
Liberal	682	47	49	na
Progressive Conservative	176	13	12	na
New Democratic Party	197	14	13	na
Reform Party	175	13	12	na
Bloc Québécois	168	12	12	na

[1] Report/omnibus categories are not comparable to those of Statistics Canada

[2] Based on 1,402 decided voters (1,426 weighted)